DECEMBER 9, 1957 THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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WHO—in IOWA—

ONE station, or 4?

WHO is heard regularly by as many Iowa families as the next *four* most popular Iowa stations *combined!** Ask PGW for the proof.

**Educational stations excluded.*

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.,
National Representatives

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines WOC-TV, Davenport

Buy the Audience that can Afford to buy

IN DALLAS IT'S

KIXL

THE STATION THAT DELIVERS
THE GREATEST ADULT AUDIENCE
AT THE LOWEST COST PER THOUSAND

FOR COMPLETE DETAILS
CALL OR WRITE
BILL MORGAN, GEN. MGR.

Wonderful
KIXL
Radio

The Station That Programs
To The Discriminating Adult Listener

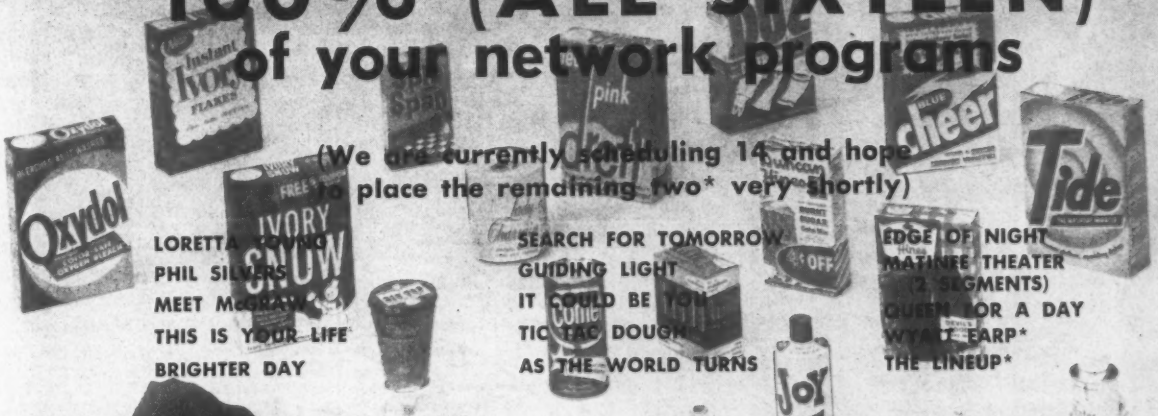
REPRESENTED BY H-R *And* CLARKE BROWN IN THE SOUTH

Thank you
PROCTER & GAMBLE
for ordering
WJIM-TV
Lansing.....Flint.....Jackson

for

100% (ALL SIXTEEN)
of your network programs

(We are currently scheduling 14 and hope to place the remaining two* very shortly)



LORETTA YOUNG
PHIL SILVERS
MEET McGRAW
THIS IS YOUR LIFE
BRIGHTER DAY

SEARCH FOR TOMORROW
GUIDING LIGHT
IT COULD BE YOU
TIC TAC DOUGH
AS THE WORLD TURNS

EDGE OF NIGHT
MATINEE THEATER
(2 SEGMENTS)
QUEEN FOR A DAY
WYATT EARP*
THE LINEUP*

COVERING
OUT STATE
MICHIGAN
FOR THE
NATION'S
LEADING
ADVERTISERS

and

FOR YOUR SPOT SCHEDULES FOR

MYRT 'N RSET
BIG TOP PEANUT BUTTER
SPIC 'N SPAN
FLUFFO
CHEER
CRISCO
DUNCAN HINES SPECIAL BAKING MIXES

DRENE
COMET
PRELL
ZEST
LAVA
CAMAY

TIDE
CREST
GLEEM
DREFT
JOY
LILT

CHARMIN
OXYDOL
IVORY SNOW
IVORY FLAKES
IVORY SOAP
BLUE DOT DUZ
DUNCAN HINES REGULAR BAKING MIXES

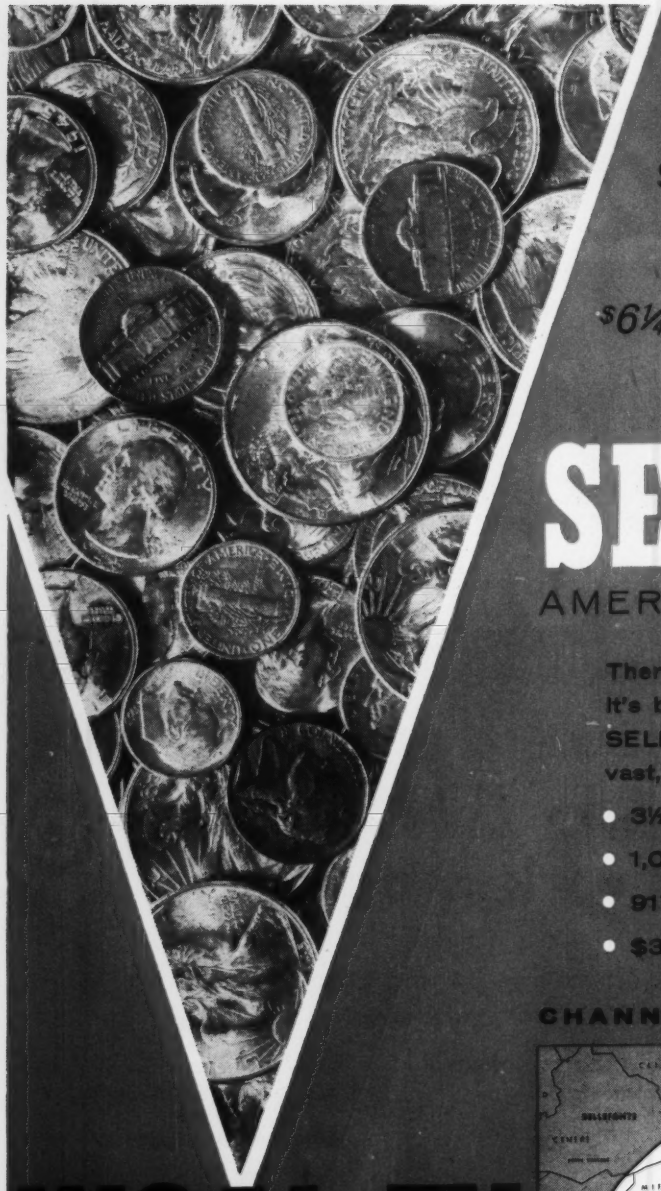
WJIM-TV
NBC CBS ABC

Exclusive, dominant coverage of Lansing, Flint and Jackson

Represented by PETERS, GRIFFIN, WOODWARD Inc.

Eighteen of the twenty top-rated TV shows!

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.



SHARE
THE WEALTH!

$6¼ billion annual
earnings in

SELLvania

AMERICA'S 10th TV MARKET

There's a lot of gold that is not buried. It's being earned in SELLvania—spent in SELLvania. Capture your share of this vast, unique, multi-city land with

- 3½ million people
- 1,015,655 families
- 917,320 TV sets
- $3¼ billion annual retail sales

CHANNEL 8 MULTI-CITY MARKET

WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

closed circuit®

INSTANT RATINGS • Secret of breakthrough in long hunt for instant audience rating system is invention by American Research Bureau of tiny electronic gadget that cuts cost of collecting data to one-eighth that of past experiments (story page 34). Network and advertising executives, who have had confidential look at ARB system, have gone overboard in their enthusiasm. Instant ratings show audience measurements within seconds on electronic board that can be installed in offices of clients. ARB can extend service to several major cities in short time, justifying national ratings. Service may be too expensive for medium markets except on occasional basis as supplement to diary ratings.

•

One advantage seen in ARB's fast service is elimination of padding during "rating week," when intensive promotion and programming affect station rating points. Also, it's figured, instant ratings will answer charge that diary reports are unbalanced because they may be made out after school by children in diary homes. After more than year of development work, ARB will unveil system in actual operation at Thursday news session in New York.

•

RATINGS RATES • After approximately year of negotiations, A. C. Nielsen Co. has notified tv networks they'll have to sign new contracts if they want to continue receiving its tv ratings service after first of year. New prices—which are reason negotiations have been drawn out—reported to be 70 to 90% higher than those under current Nielsen contracts. Networks reportedly haven't made up minds on new contract, and Nielsen is said to have indicated it'll grant few weeks grace beyond Jan. 1 deadline. Meanwhile, as they ponder new contract, networks presumably also have one eye cocked on ARB's new but still officially hush-hush automatic and almost instantaneous ratings plan, now that word of plan is beginning to circulate (see above and page 34).

•

Terry Clyne, vice president in charge of radio and tv department of McCann-Erickson, New York, slated to be upped to higher position in agency, which is No. 1 in radio-tv billings this year. He will continue to supervise Bulova watch and Liggett & Myers accounts. Reportedly Mr. Clyne will take over duties formerly handled by Emerson Foote, executive vice president who left McCann-Erickson and is now with Geyer Adv.

•

SLEUTHING SPEED-UP • Vigorous efforts being made by Moulder Committee investigators to button up cases of purported improprieties—or worse—by members and staff of FCC and by successful tv applicants in controversial cases. Presumably because of approach of new session of Congress, redoubled efforts to persuade disgruntled broadcasters to "inform" are being made by Bernard Schwartz, chief counsel and staff head of committee, and by Baron J. Shacklette, committee's ace chief investigator. On staff agenda for study reportedly are television station cases in Fresno, Miami, Indianapolis, Minneapolis, Boston, Albany, St. Louis and Seattle.

•

Armed with FCC expense account records and microfilm recordings of all incoming and outgoing telephone calls at FCC, along with expense records of NARTB covering FCC personnel attending conventions and regional meetings, Moulder investigators are comparing accounts for duplication, checking purpose of phone calls and seeking supporting statements. Mr. Shacklette and Joseph P. O'Hara Jr., son of Republican congressman from Minnesota, were seen entering CBS headquarters in New York Thursday afternoon. Mr. Shacklette has been to West Coast and Mr. Schwartz has been contacting broadcasters by telephone during past week.

•

ABN-MBS TALKS • Unique sort of working arrangement between American Broadcasting Network and Mutual may result if negotiations now in developmental stage pan out. Mutual President Paul Roberts called on Leonard H. Goldenson, president of ABN's parent AB-PT, last week to broach plan for reducing operational costs via joint effort. More efficient use of AT&T lines through ABN-MBS cooperation presumably is one feature of plan, now being explored at other levels but expected to be pursued further by Messrs. Roberts and Goldenson when more spadework has been done.

•

Despite earlier avowal that American Broadcasting Network would not sell time in units smaller than five-minute segments, President Robert E. Eastman reportedly has decided that to "meet the competition" ABN must enter small-unit field. It's understood that new policy envisions offering of both 10-second and 30-second participations.

•

SUBLIMINAL REGULATION • Subliminal perception continues to have FCC in quandary. There appears to be no doubt that FCC can regulate it, but there is some question whether FCC can ban "subconscious impression" advertising outright. One staff suggestion is that before SP is used, text of message must be read to audience. And after SP transmission, closing announcement using text likewise would be required. Another staff proposal is that texts of all contracts with advertising agencies placing SP business be filed in advance with FCC just as Commission proposes to require of subscription tv contracts.

•

Charles W. Tennant Jr., advertising manager at Miles Labs, Elkhart, Ind., heavy broadcast advertiser, is resigning to join J. Walter Thompson Co.'s Chicago office around Jan. 1. Among accounts he will handle is Pharma-Craft Co. (Coldene cough syrup, deodorants, nasal spray), which currently is spending about $4 million in broadcast media (chiefly network radio-tv and spot radio). Mr. Tennant, who functioned at Miles under Perry Shupert, vice president in charge of advertising-sales, was previously with Geoffrey Wade Adv., Chicago, as creative director.

•

HIGHJACKING PROBE • FCC, or at least certain members of it, are going to take closer look henceforth at "drop-outs" in competitive cases for broadcast facilities, wherein surviving applicant is given grant after competitive applicants are paid what is called "out-of-pocket" expenses. In instances where payments go beyond mere reimbursement of expenses (and there have been cases involving hundreds of thousands) certain commissioners are expected to insist upon proceedings. One member, in recent FCC discussion, described practice as "highjacking" and observed it has become so commonplace that participants feel it's perfectly proper course which has FCC's blessing.

•

Robert Maxwell, producer of Lassie *on CBS-TV, expected to sign "exclusive" contract with Television Programs of America shortly. Mr. Maxwell presumably will be taking advantage of offer Milton Gordon, head of TPA, announced when he bought out firm from his partner, Ed Small, several months ago: that TPA would offer "capital gains and stock deal" to outstanding producers and stars for exclusive activity.*

•

EDITORIAL PAYOFF • Editorializing on both radio and tv stations is proving effective in audience-building. WTVJ (TV) Miami reports its new 2½ minute daily editorial on its 6:30 p.m. Ralph Renick newscast shows five-point rating increase since it began last September. Editorials are restricted to local-state issues. Several radio stations have reported excellent audience acceptance of editorials. With increase in editorializing, some station operators are talking up expansion to national and international subjects, but are wary of proceeding without benefit of editorial background service now available to newspapers.

let fall mean falling leaves not falling sales . . .

USE THE MEREDITH STATIONS IN THESE 4 KEY MARKETS

Kansas City
Syracuse
Omaha
Phoenix

Your advertising becomes a family matter . . . on a Meredith Station!

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. and Blair-TV

Meredith Stations Are Affiliated With **Better Homes and Gardens** and **Successful Farming** Magazines

THE WEEK IN BRIEF

LEAD STORY

What's With Tv's Audience—It's on a plateau, says Cunningham & Walsh in its 10th Videotown Survey, and it won't increase substantially until there's "creative vitality" in tv programming. The American family still watches a lot of television, but excitement is gone, report asserts. As for color, there's little new to say. Page **31.**

ADVERTISERS & AGENCIES

New "Automatic" Ratings—ARB reported planning service employing mechanical devices to measure tune-in automatically and feed results to central office for immediate computation. January start in New York foreseen, with expansion to national service as goal. Page **34.**

Toiletries Big in Network Tv—This product category in September overtakes and passes food advertisers as top product group spender in network tv for the first nine months of 1957. Compilation is based on Publishers Information Bureau data. Page **39.**

GOVERNMENT

Comments on Boost for Class IV's—Local Class 4 stations urge FCC to approve increase from 250 w to 1 kw across the board; regionals and daytimers oppose and so do some community stations in comments filed at deadline last week. Page **64.**

Wants WATV (TV) Facilities—State of New York submits bid for ch. 13 in New York City; petitions FCC to change vhf assignment from commercial to educational, implies it will meet $3.5 million price being paid for WATV and radio adjuncts, WAAT-AM-FM, by National Telefilm Assoc. Page **66.**

Help for Science—FCC Chairman Doerfer assigns new mission to broadcasters: use stations and networks to help America overcome shortage of scientific and technical personnel. He speaks before Edison Foundation; radio-tv awards made. Page **60.**

TRADE ASSNS.

New Goals for Farm Broadcasters—The nation's radio-tv farm directors gird for more business and better programming, with an eye cocked for challenges posed by news and music operation. NATRFD, meeting at 14th annual convention in Chicago, is told commercial farm shows *per se* are not frowned on by FCC. Page **50.**

Mobile Service Users Meet—They discuss vehicular systems and gear in Washington two-day meeting under IRE group's auspices; emphasize their need for more spectrum space and mention (discreetly) that some broadcasting bands are not being fully utilized. Page **68.**

NETWORKS

DST Snag Unsnarling—NBC-TV committee reports success in negotiations for additional AT&T channels to carry videotaped repeats to eastern-time stations during daylight-time months. But AT&T hints other shortages possible, despite efforts to overcome problems "early as practicable"; says situation can't be foretold with certainty till next month. Page **42.**

FILM

NTA-AAP Litigation Continues—National Telefilm Assoc. submits cross-claim to suit in effort to enforce contract it signed with Associated Artists Productions' majority stockholders, who now claim the agreement with NTA is "not enforceable." Page **75.**

MANUFACTURING

Outlook for Set Manufacturers in '58—Arnold Bernhard & Co., New York investment adviser, expects slight decline in demand next year; tv output may drop 5%, and there will be less margin of profit. Page **92.**

. . . And What's Happening This Year—Production and retail sales of radio sets are ahead of the 1956 pace for the first 10 months of this year, reports Electronic Industries Assn. However, the tv side is running below last year. Page **96.**

OPINION

MISS SANDERS

Know How The Agency Functions—Hilly Sanders of Dan B. Miner Co. believes advertisers should be thoroughly versed in the operation and thinking at their agencies. Writing in the regular MONDAY MEMO series, she tells how timebuying without the creative approach can make the sponsors' campaigns ineffective. Page **125.**

Tv's Too Good to Miss—Jack O'Mara of KTTV (TV) Los Angeles says that advertisers, regardless of budget size, are missing a bet if they don't use television. He makes his impressive argument at the San Francisco Ad Club. Page **40.**

EDUCATION

Eggheads and Educational Tv—WCBS-TV's Digges tells public relations group commercial broadcasters lead the way in ETV while too many "intellectuals" criticize and run away. Page **100.**

PROGRAM SERVICES

'Gray Ghost' in New Licensing Plan—CBS Television Enterprises tries a new dimension for its merchandising and licensing activities. Retail outlets of sponsors of *The Gray Ghost* handle items tied in with tv show. Page **80.**

DEPARTMENTS

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Everything you need to nourish sales is yours via WQAM . . . including 38.1% of the daytime radio audience

WQAM's unique blend of entertainment, news, showmanship and precision production consistently produces the audience dominance you need for successful advertising.

Hooper shows WQAM first. So does Pulse. So does Trendex. And so does a recent Southern Florida Area Pulse, accounting for 31.5% of the state's population.

Let a Blair man wait on you . . . or summon General Manager Jack Sandler.

WQAM Serving all of Southern Florida with 5,000 w on 560 kc...& Radio #1 in... *Miami*

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

McHugh Resigns at Katz, Joins Keyes, Madden & Jones

John T. McHugh has resigned as president of Joseph Katz Co., New York-Baltimore agency, and is joining Keyes, Madden & Jones, New York, on Jan. 2 as executive vice president - administration. He also will be partner, director and member of plans board.

MR. McHUGH

Mr. McHugh, who now joins Vice President-General Manager David Hale Halpern, former associate at Katz, acquires substantial stock in KM&J, which was formed early this fall by Ed Madden, International Latex and former NBC executive; Grant Adv.'s Howard Jones and Seeds President Freeman Keyes. Agency formerly had been known as Russel M. Seeds Co.

Mr. McHugh, who had been with Katz for 24 years, supervised all phases of advertising for the American Oil Co. for some 20 years. (It is reported that American Oil will continue with Katz.) KM&J billed about $7.4 million in radio-tv this year, most of this in television. Among its broadcast accounts: W. A. Scheaffer Pen Co., Brown & Williamson Tobacco Co., Pinex Co. and Tastee-Freez Corp. of America. With Katz Mr. McHugh served successively as media director, outdoor director, account executive, vice president-account supervisor, executive vice president and president.

In announcing his move today (Mon.), Mr. McHugh notes that KM&J offers "expanded services in depth for clients" and has integrated national operation with offices in New York, Chicago and Hollywood.

FCC Modifies Multiplex Date

FCC Friday announced fm stations engaged in special service broadcasting have until March 1 to switch to multiplex operation. Deadline for switchover is Jan. 1. Commission reaffirmed view that fm stations must multiplex if they want to continue functional music operations (storecasting, background music, etc.), but recognized that some stations are having difficulty in converting from simplex to multiplex.

Commission, therefore, agreed to accept requests for waivers of multiplex requirement beyond March 1—but asked that such applications be filed before Jan. 15 with "full information concerning the steps they have taken to convert to multiplexing and the reasons why they are unable to operate on a multiplex basis by March 1, 1958."

Action was taken by six commissioners with Comr. Craven absent.

FCC Approves Conelrad Use To Meet Weather Emergencies

Use of Conelrad facilities to alert key public and private officials and institutions to hazardous weather has been approved by FCC. Plan, announced Friday, has blessing of Air Force and Weather Bureau, and was suggested by KMOX St. Louis, WOAI San Antonio, Civil Defense Administration and FCC Comr. Robert E. Lee.

Scheme permits Weather Bureau to "trigger" Conelrad receivers at all other broadcast stations, particularly sky-wave (24-four operations) outlets, police and fire headquarters, hospitals, schools and industrial plants when emergency advisories forecast heavy weather. Standard broadcast stations then would transmit warning on regular assigned frequencies.

Conelrad is system of deception-broadcasting which denies guidance to enemy planes or missiles through potential "homing" on radio beams. Standard broadcast stations, on Air Force alert, change over to 640 kc and 1240 kc to broadcast civil defense instructions on intermittent-cluster basis.

Under new procedure, Weather Bureau will activate all Conelrad receivers in storm area by means of two, 5-second carrier breaks, plus special tone. This will trigger speaker circuit of all Conelrad receivers. These sets are normally on, with speakers muted. Some Conelrad receivers also ring bells or flash special lights when activated. Broadcast stations in Conelrad network then will be able to immediately broadcast this information to general public.

BPA Names Pierson, Trieger

Appointment of William E. Pierson, accountant, WBKB (TV) Chicago, as secretary-treasurer of Broadcasters' Promotion Assn. announced Friday by Ell Henry, of ABC's central division and BPA's president. Ralph Trieger, sales promotion manager, WBBM-TV Chicago, named BPA publicity chairman.

NEW YORKERS APPEAL

Appeal made Friday for Christmas For Kids Committee in New York by originator-chairman Jay Jackson, CBS radio newscaster, who reports $15,000 raised last season, with this year's level expected at $40-50,000. Backed by agency, radio, tv and film executives, committee draws from broadcast advertising field, individuals sending checks in amount of gift ordinarily sent to associates or friends. All proceeds from fund go to children's charities. Fund headquarters: 480 Lexington Ave.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 31.

BEECHNUT BUYING • Beechnut Life Savers, Port Chester, N. Y., planning one-minute, 20-second radio spot announcement campaign in more than 60 markets effective Dec. 30 for 52 weeks. Young & Rubicam, N. Y., is agency.

TAKES KEGLER TAB • American Machine & Foundry Co., N. Y., will sponsor finals of 17th annual All-Star Bowling Tournament on ABC-TV 9-10 p.m. EST, Jan. 19. Agency is Fletcher D. Richards Inc., N. Y.

NEXT SALVO IN JANUARY • Avon Products Inc. (cosmetics), N. Y., will take seasonal breather after its current tv spot campaign ends (at end of this week in most markets). In mid-January, Avon will break with new 13-14-week tv spot drive in about 105 markets. Agency is Monroe F. Dreher Inc., N. Y.

P & G USING 'AMAHL' • Procter & Gamble, Cincinnati, will sponsor NBC-TV production of "Amahl And The Night Visitors" as presentation of *Matinee Theatre* on Christmas Day by NBC Opera Company. Agency is Benton & Bowles.

K&E's Mills Expected to Retire

Dwight M. Mills, chairman of executive committee, Kenyon & Eckhardt, N. Y., expects to retire soon, although no specific date has been set. Now 56, Mr. Mills joined K&E as vice president in 1934, subsequently served as executive vice president and president before becoming executive committee chairman.

Skiatron, Rediffusion in Pact

Rediffusion Inc., Montreal, and Skiatron International Corp., New York, were to announce yesterday (Sun.) that they have entered into 21-year agreement to work together in subscription tv field. Rediffusion Inc., which operates wired music and closed-circuit tv systems, will provide Skiatron with technical services, surveying, installing and supervising closed-circuit systems, while Skiatron will concentrate on program development and acquisition for subscription tv and establishing franchises with local operators. As part of this agreement, announcement stated Skiatron acquired 50% interest in Rediffusion Inc.

at deadline

Levitt Resigns as President Of California Natl. Productions

Robert D. Levitt, president of California National Productions, NBC subsidiary, resigned Friday. Resignation, offered that day, was accepted by CNP board. It was understood his move stemmed from "disagreement over policy." Mr. Levitt reported to Charles R. Denny, CNP board chairman and NBC executive vice president for operations. Mr. Levitt could not be reached for comment late Friday, but it was understood he had not yet made a decision on his future plans.

Mr. Levitt, formerly Screen Gems director of national sales, moved to CNP as general manager in July 1956. Later he became vice president and, by January 1957, president and director.

CNP operations include film syndication (NBC Television Films), NBC Opera Company tours, NBC financing of Broadway shows and merchandising and licensing for NBC programs and film syndication shows.

H. Weller (Jake) Keever, NBC Television Films Division vice president, is acting head of CNP until successor is appointed. According to NBC spokesman, successor to Mr. Levitt will be appointed "within the near future."

ABN Reports Half Million In New Business, Renewals

More than $500,000 in billings represented in four new and five renewal contracts reported by ABN Friday, officials said. Buitoni Foods Corp. (spaghetti) and Magla Products (ironing board covers) signed for one weekly segment each on *Breakfast Club*, through Albert Frank-Guenther Law and Edward Lieb Adv., respectively, while Kitchen Art Foods signed for three *Breakfast Club* segments per week through Wright, Campbell & Suitt. Sterling Drug (Fizrin) signed for five weekly segments of *Herb (Oscar) Anderson Show* through Compton Adv.

Renewals came from Bristol-Myers, Campana Sales Co., Food Specialties Inc. and Sleep-Eze Co., all for segments of *Breakfast Club*, and R. J. Reynolds Tobacco Co. for co-sponsorship of 18 weekend news programs and Monday-Friday five-minute late news shows.

Five More for MBS Stations

Mutual announcing today (Mon.) that five additional shows in "station service" category (stations keep all revenue from sales of such programs) will be made available to affiliates between now and Jan. 6. Network currently broadcasts 31 station service shows. Added programs will include *Lots O' Music* (Mon-Fri., 1:15-2 p.m. EST), *The Big Decision* musical program (Mon.-Fri., 6:05-6:30 p.m. EST), *Maggi's Magazine* (Sat., 5:35-6 p.m. EST), *Doorway to Travel* (Sat., 6:35-7 p.m. EST) and *Wall Street Final* (Mon.-Fri., 4:05-4:15 p. m. EST).

NBC Radio Business Last Week Near $900,000 in Net Billings

New and renewed business representing almost $900,000 in net billings signed by NBC Radio last week, network reported Friday. New business included Standard Brands (Royal desserts) for 20 announcements per week, effective immediately through Dec. 17 (through Ted Bates & Co.); Pepsodent Div., Lever Bros., 100 six-second announcements starting Jan. 27 for two weeks (Foote, Cone & Belding); Doan's Pills, one minute participation weekly on *One Man's Family*, Dec. 11 through Aug. 20 (Street & Finney); Irish Linen Guild, participation campaign Dec. 14-15 (Donahue & Coe); Sterling Drug (Fizrin Seltzer), seven one-minute and five 30-second announcements through Dec. 28 (Compton Adv.); Esso Standard Oil, Shrine East-West Football Game Dec. 28 (McCann-Erickson); Dodge Div., Chrysler Corp., 13 five-minute sports segments on *Monitor* during past weekend (Grant Adv.); Munson G. Shawco. (Duff Gordon sherry), daytime participations Dec. 16-20 (Fuller & Smith & Ross).

In addition, Ralston Purina Co. renewed five-minute Monday-Friday *Washington Farm Report* for 52 weeks effective Dec. 30, through Gardner Adv., and Ex-Lax Inc. renewed participation schedule for 52 weeks, effective Jan. 6, through Warwick & Legler.

Two Am Outlets Being Sold

Radio station sales announced Friday:

• KHUM Eureka, Calif., by Carroll R. Hauser to Wendell Adams and Jock Fearnhead for $184,000. Mr. Adams is with William Esty Co., New York; Mr. Fearnhead is vice president-general manager of WINS New York. KHUM operates on 980 kc with 5 kw day, 500 w night, and is affiliated with CBS. Mr. Hauser retains his interest in KVEN Ventura, Calif. Broker in KHUM transaction was Allen Kander & Co.

• KTOO Henderson, Nev., by Tom Magowan and Fred Jones to group of Hollywood radio-tv announcers and others for $63,600. Among buying group are George Fenneman *(Groucho Marx Show)*, Art Gilmore *(Climax, Shower of Stars)*; Dick Joy (news editor, KFAC Los Angeles, and announcer on *December Bride* and *Playhouse 90)*, John Jacobs, Roy Rowan and David Vaile (CBS-Hollywood staffers). Messrs. Magowan and Jones retain ownership of KONE Reno, Nev. KTOO operates on assigned frequency of 1280 kc with 5 kw daytime only.

PEOPLE

JAMES P. DAVIS and **WALTER W. BULLOCK** elected vice presidents of record operations department and record albums department, respectively, of RCA Victor Record Div. Mr. Davis, manager of his department since August 1956, joined RCA in 1945. Mr. Bullock, with RCA since 1927, has been manager of record albums since last April.

JAMES S. McMURRY, operations manager of WVUE-TV Wilmington-Philadelphia, promoted to station manager by J. Robert Kerns, managing director of WVUE-TV and vice president of Storer Broadcasting Co.

NARTB Fm Committee Urges Fm Tuners Be Included in Tv Sets

Tv set manufacturers were asked Friday by NARTB Fm Committee to include fm tuners in receivers, citing increase in number of fm stations, fm set sales and public interest in medium. Committee met Friday at NARTB Washington headquarters.

Committee noted adapters are now available to receive fm band on tv sets and increased interest among manufacturers in designing of new fm transmitters. Publicity campaign proposed to stimulate sale of fm auto receivers. Plans for fm program during NARTB convention reviewed.

Attending were Raymond S. Green, WFLN-FM Philadelphia, chairman; Michael R. Hanna, WHCU-FM Ithaca, N. Y.; Merrill Lindsay, WSOY-FM Decatur, Ill.; Ben Strouse, WWDC-FM Washington; Edward A. Wheeler, WEAW-FM Evanston, Ill., and George J. Volger, KWPC-FM Muscatine, Iowa.

WABC Starts SSB Transmission

Tests of compatible single sideband transmission, new technique designed to increase radio signal quality while minimizing interference and fading, were to start yesterday (Sun.) by ABN's WABC New York. Station is inviting listeners to compare signals and send in comment.

During first week of tests WABC will use system from 6 p.m. to 8 a.m.; during second week, from 8 a.m. to 6 p.m., and thereafter on alternating schedule. Network Engineering Vice President Frank Marx said principal advantages expected from new technique —which in past has been tested at length by WMGM New York—are signal improvement equivalent to doubling of WABC's 50 kw; higher fidelity and volume, and less distortion in signal fading in fringe areas.

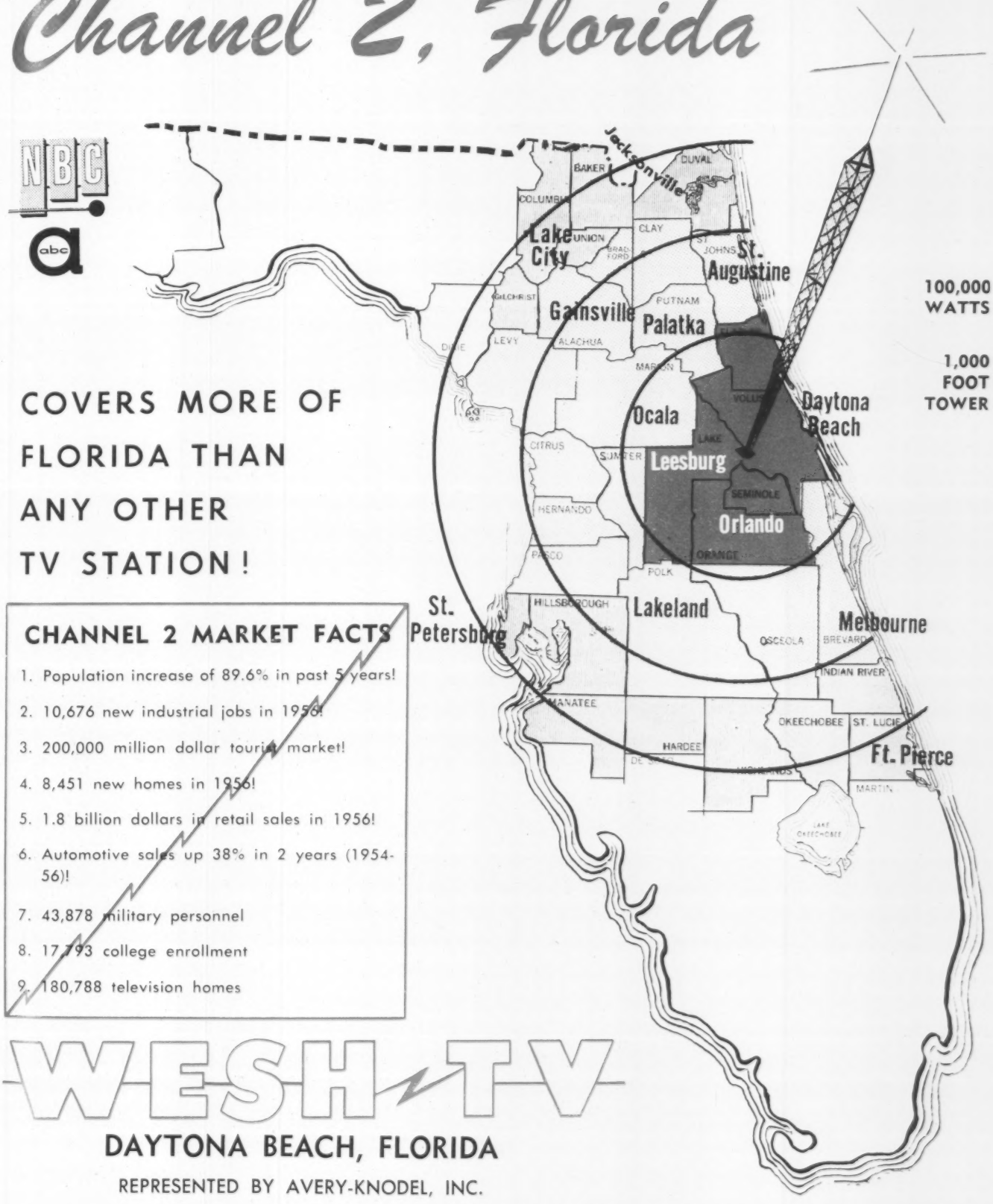
RCA Declares Dividends

Extra dividend of 50¢ and regular quarterly dividend of 25¢ per share of common announced Friday by Brig. Gen. David Sarnoff, RCA board chairman, after regular board meeting. They are payable Jan. 27, 1958, to holders of record at close of business Dec. 20. Also declared: dividend of 87.5¢ per share on first preferred stock for period Jan. 1, 1958, to March 31, 1958, payable next April 1 to stockholders of record at close of business next March 10.

ONE OF AMERICA'S

FASTEST GROWING MARKETS!

Channel 2, Florida



COVERS MORE OF FLORIDA THAN ANY OTHER TV STATION!

CHANNEL 2 MARKET FACTS

1. Population increase of 89.6% in past 5 years!
2. 10,676 new industrial jobs in 1956!
3. 200,000 million dollar tourist market!
4. 8,451 new homes in 1956!
5. 1.8 billion dollars in retail sales in 1956!
6. Automotive sales up 38% in 2 years (1954-56)!
7. 43,878 military personnel
8. 17,793 college enrollment
9. 180,788 television homes

WESH-TV

DAYTONA BEACH, FLORIDA

REPRESENTED BY AVERY-KNODEL, INC.

ZIV SHOWS PACK THE 1-2 PUNCH!

JAMES W. SEILER (Left), Director of ARB and his Station Relations Manager, ROGER N. COOPER, review the facts supporting his statement:

"In summarizing viewing habits recorded in ARB diaries, we find ZIV shows frequently at the top among TV programs."

WATCH ZIV'S NEWEST CONTENDER FOR TOP RATINGS!

Get a Ziv show and you've got what it takes to win top ratings. Look how Ziv shows outrate all syndicated programs in city after city.

- **BALTIMORE** 1-2
  1. MEN OF ANNAPOLIS 26.3
  2. HIGHWAY PATROL 19.3

  PULSE, Sept. '57
- **CLEVELAND** 1-2
  1. HIGHWAY PATROL 25.8
  2. MR. DISTRICT ATTORNEY 18.6

  ARB, Sept. '57
- **DETROIT** 1-2
  1. HIGHWAY PATROL 31.9
  2. DR. CHRISTIAN 23.1

  ARB, Sept. '57
- **PHILADELPHIA** 1-2
  1. HIGHWAY PATROL 18.9
  2. I LED 3 LIVES 14.0

  ARB, Sept. '57
- **CINCINNATI** 1-2
  1. DR. CHRISTIAN 24.7
  2. HIGHWAY PATROL 23.1

  ARB, Aug. '57
- **PITTSBURGH** 1-2
  1. HIGHWAY PATROL 43.0
  2. DR. CHRISTIAN 38.6

  ARB, July '57
- **BUFFALO** 1-2
  1. HIGHWAY PATROL 24.5
  2. MAN CALLED X 21.5

  PULSE, Sept. '57
- **COLUMBUS** 1-2
  1. HIGHWAY PATROL 29.2
  2. MEN OF ANNAPOLIS 22.2

  PULSE, July '57
- **ODESSA, TEX.** 1-2
  1. MAN CALLED X 33.5
  2. HIGHWAY PATROL 33.3
  3. MEN OF ANNAPOLIS 32.0
  4. MY FAVORITE STORY 31.8
  5. SCIENCE FICTION THEATRE 31.3

  PULSE, April '57
- **PORTLAND** 1-2
  1. SCIENCE FICTION THEATRE 35.5
  2. HIGHWAY PATROL 28.9

  PULSE, April '57
- **NASHVILLE** 1-2
  1. HIGHWAY PATROL 28.7
  2. DR. CHRISTIAN 27.9

  PULSE, April '57
- **NEW YORK** 1-2
  1. HIGHWAY PATROL 15.2
  2. MEN OF ANNAPOLIS 10.6

  ARB, July '57
- **ATLANTA** 1-2
  1. SCIENCE FICTION THEATRE 25.3
  2. DR. CHRISTIAN 23.0
  3. HIGHWAY PATROL 21.8

  ARB, May '57

"Sea Hunt"

Starring

LLOYD BRIDGES

. . . in stories of exciting action on land, sea and under the sea!

BOUGHT IN OVER 100 MARKETS
TO WIN AUDIENCES AND SALES FOR:

- Standard Oil of California
- Cott Beverages
- Phillips 66
- Carling's Beer
- Bowman Biscuit Co.
- Safeway Stores
- Household Finance
- Farm Bureau Insurance
- Kroger
- Budweiser Beer
- Hope Natural Gas Co.
- Edsel Cars
- Mercantile National Bank
- Bristol-Myers

And other important advertisers and TV stations!

ZIV Television

ZIV SHOWS RATE GREAT

time after time
in city after city!

ANNIE GET YOUR GUN

Eleven years ago the biggest hit on Broadway was a musical called *Annie Get Your Gun*. Its plot concerned the rise of Annie Oakley from a West Virginia hillbilly to the star of Buffalo Bill's Wild West Show, all because she was the best shot in the world, and her romantic mishaps until she realized "You Can't Get a Man with a Gun." Its score was written by Irving Berlin and contains some of the best show tunes ever written by him or anyone else. And, in the starring role of Annie, shouting those songs until they bounced off the theatre roof, was the incomparable Ethel Merman.

On Thanksgiving eve, *Annie Get Your Gun* brought its bounce to television. This two-hour telecast, with Mary Martin in the title role, should become the same kind of hardy annual as her *Peter Pan*, for it was just as wonderful, just as colorful and even more tuneful. In *Peter Pan*, Mary flew on wires. In *Annie*, she moved as speedily through the air, but on the back of a galloping horse running his heart out on a studio treadmill. Traces of her Peter Pan-isms could be seen in the early scenes of *Annie*, when as a rude child of the hills she gleefully outshot the glamorous show business man who had stolen her heart and then sadly tried to figure out why her skill drove him away. But for most of the time, Mary as *Annie* was the romantic creature *Peter* could never be.

John Raitt, as the proud hero, looked the part to a "t" and sang it even better, and his acting, if not in the same class with his singing, was more than adequate for the demands of this musical comedy. The supporting cast was all it should have been. Such skilled comics as Reta Shaw as the jealous Dolly and Zachary Charles as Chief Sitting Bull were better than their material much of the time. But in musical comedies it's the music that matters most and on this score *Annie's* was the greatest.

In transporting the play from the stage to tv, director Vincent J. Donehue was fully aware of the changes needed to retain the glamorous artificiality of the theatre even when the proscenium arch is cut from 40 feet to 21 inches.

The commercials were up to the program. Songs from the show, with lyrics changed to sell Pontiacs rather than romance, added a musical emphasis to the cars themselves (and there's no denying that color tv is the ideal medium for showing off a new automobile). Harpo Marx, Hans Conreid and Joan Crawford did the three Pepsi-Cola commercials, each suited to the special talents of its star.

Production costs: $600,000.

Sponsored by Pontiac Div. of General Motors Corp. through MacManus, John & Adams and the Pepsi-Cola Co. through Kenyon & Eckhardt on NBC-TV live, in color and black-and-white, Wed. Nov. 27, 8:30-10:30 p.m. EST.

Cast: Mary Martin, John Raitt, Reta Shaw, Donald Burr, Zachary Charles, William O'Neal, Stuart Hodes and others.

Executive producer: Richard Halladay; di-

THE FAMILY of DENVER

Denver families buy the products and services they see advertised on KBTV because KBTV is the *only* Denver station programmed for the *entire* family . . . For the highest-rated *one-minute* availabilities, Daytime or Nighttime in Denver, see Peters, Griffin, Woodward, Inc. NOW!

KBTV

a Denver's Family Station 9

John C. Mullins, President — Joe Herold, Station Manager

rector: Vincent J. Donehue; music and lyrics by Irving Berlin; book by Herbert and Dorothy Fields; musical and dance numbers: Ernest Flatt; production designer: George Jenkins; musical director: Louis Adrian; costume designer: Dorothy Jeakins.

Presented in conjunction with the Los Angeles and San Francisco Civic Light Opera Association.

THE DAY CALLED X

The day began in an ordinary way. The sun rose at 6:31 a.m. in the city of Portland, Ore., pop. 415,000; principal industry, shipping; in many ways, the U. S. counterpart of Hiroshima. At exactly 10:32 a.m., the air raid sirens began their eerie wail. In an elaborate emergency underground bunker—140 ft. long, 46 ft. high and reinforced with 26 inches of steel and concrete—300 men and women comprising Portland's municipal government, its multi-numbered subordinate departments and the local Conelrad operations (manned by sportscaster John Carpenter) were calling the play to the greatest mass exodus in the American Northwest's history. This was the day called "X." By 1:27 p.m., Soviet bombers, out of Vladivostok, first picked up three hours earlier over the Aleutians on the DEW system, reached the city and seconds later, after dropping their nuclear payload, Portland was no more.

Or was it?

In this brilliantly produced half-hour filmed report on how civil defense-concious Portland—one of the 99 "critical targets"—has laboriously and successfully worked out a survival scheme for itself, CBS Public Affairs, working with the U. S. Civil Defense Administration, has brought home a lesson no alert citizen ought easily to forget: that right now only one city in the entire U. S. is ready to meet an atomic cataclysm. This report should be repeated until other cities follow Portland's example.

There were no professional actors starred in the film other than narrator Glenn Ford; the cast was led by Portland mayor Terry D. Schrunk and included the 415,000 Oregonians who participated in the test. So realistic was this study that CBS-TV officials inserted a non-subliminal disclaimer: "An attack is NOT taking place!"

The voice of actor Ford was cold and calculating: "If and when 'The Day Called X' ever comes, Portland is ready." (Its citizens two years ago cheerfully voted to tax themselves in order to underwrite the CD program). Portland is ready, said Mr. Ford. "Is your town?"

Production costs: Approximately $60,000.
Produced by CBS Public Affairs on Sun. Dec. 8, 6-6:30 p.m. EST on CBS-TV (sustaining).

Producer-director: Harry Rasky; assoc. producer: Arthur Swerdloff; writers: Lester Cooper and Harry Rasky; narrator: Glenn Ford; film editor: Bernard Birnbaum; production manager: Victor Allan; unit mgr.: Craig Fisher; chief cameraman: Fred Dietrich.

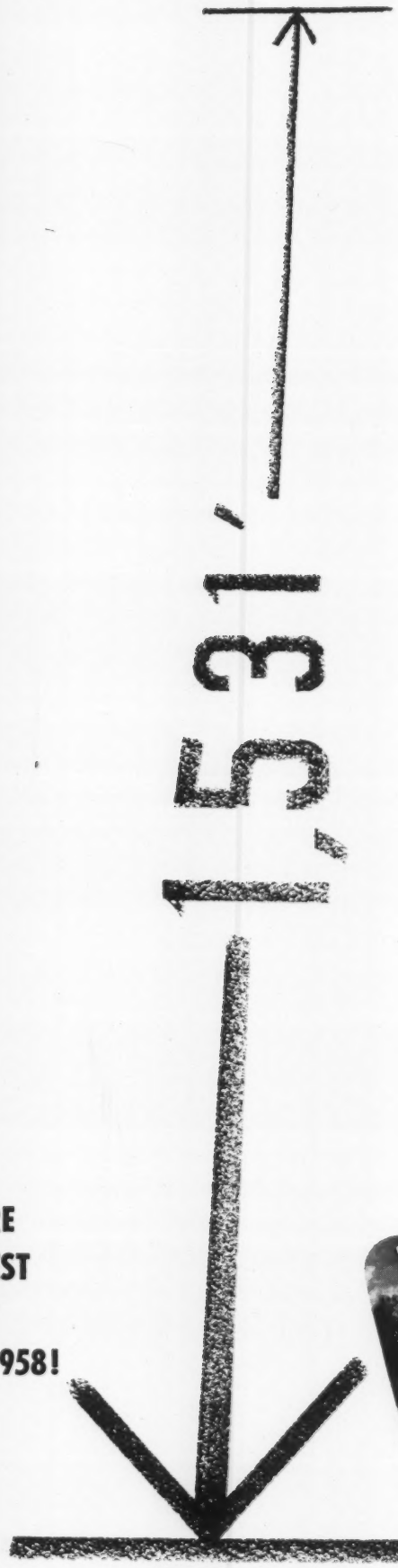
TO TURN RANDOM TUNERS INTO VETERAN VIEWERS

ADVENTURE STORY HOUR

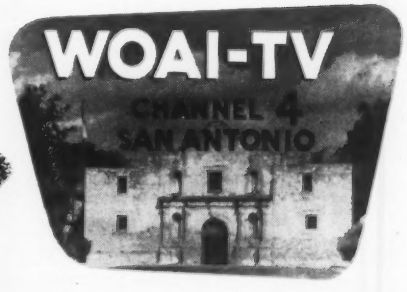
Now—in many markets—three great adventure-action series combined into one great 5-day-a-week show! Why pay a pretty penny for programs when you can get top-rated series in your market and hold on to all of your own cash! For complete details about this new plan, phone today. Or wire Michael M. Sillerman at TPA for your market's availability.

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100



THIRD TALLEST STRUCTURE ON EARTH! TEXAS' LOFTIEST TELEVISION TOWER NOW GOING UP! READY LATE 1958! THEN MORE PEOPLE IN MORE PLACES WILL SEE WOAI-TV!



"SALT"

THEN . . .

The grizzled miner stealthily salted ore-bearing rock in the abandoned, played-out mine. The victim's eye and pocketbook were caught by the "Big Bonanza." But the victim's pay-off — nothing but grief!

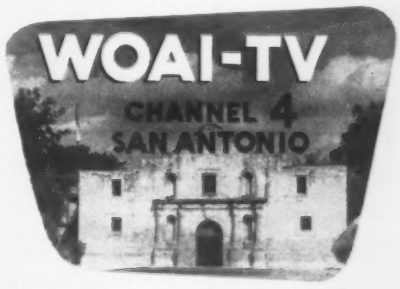
NOW . . .

Stations who "salt" a few selected, smash-hit movies during rating-week play the same old trick. The victim's eye is caught only by the big ratings. And his pay-off is the same old grief — inevitable failure. An advertising campaign must depend on sound steady, day-in, day-out performance.

In San Antonio Television, you get *depth* of quality in motion picture presentation on only one station. WOAI-TV programs the *complete* libraries of Metro-Goldwyn-Mayer and Warner Brothers — more than 1600 films, including many of the greatest Hollywood ever produced. And WOAI-TV *insures* top production quality of these "pure gold" films by *owning outright* clear, new prints of them all. WOAI-TV programs eighteen films per week, day and night. Their average rating is 11.6 (Pulse, Sept. 1957).

COSTS

Lowest in town! For example, at the Open, Five Plan Package Rate, AFTERNOON MOVIETIME (Mon. - Fri., 12 - 1:30 p.m.) delivers almost 53,000 homes at a cost per thousand of only 80¢. Frequency discounts and the combinable 10 Plan can bring the cost way down — as low as 50¢ per 1,000 homes.



NBC Primary Affiliate
Nationally Represented by
Edward Petry & Company, Inc.

MEMORANDUM

TO: TIME BUYERS

K-7 Amarillo, Texas . . . on the Air December 14

K-7 the only exclusive full time ABC outlet in the Texas Panhandle

K-7 on channel 7 in the middle of the dial . . . located between the other Amarillo stations.

K-7 with the highest tower of any Amarillo station

K-7 using the largest audience promotion campaign ever seen or heard in Amarillo, including:

. . . 200 spot announcements on each radio station within 75 miles of Amarillo.

. . . Display ads in all Panhandle newspapers

. . . Signs on exterior and interior of all city busses

. . . Rear signs on fleet of taxicabs

K-7 *now offering availabilities next to outstanding ABC shows. For more information contact our National Representatives immediately. Venard, Rintoul & McConnell, Inc.*

KVII-TV
AMARILLO

abc

General Manager: Murray Woroner

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name *title/position**
company name
address
city *zone* *state*
Please send to home address — —

*Occupation Required

OPEN MIKE

Gumption Isn't Legal Tender

EDITOR:

I would like to know what FCC official suggested that the government award broadcast facilities to the highest bidder [AT DEADLINE, Nov. 11].

We were granted a license three years ago on the basis of long experience, but very limited capital. We were the only applicant . . . because others were afraid to gamble that an additional Grand Rapids station could be commercially successful.

. . . No one can deny that WMAX is rendering a valuable service to this community. And now that we're successful financially, many wealthy interests have tried to buy this property. If we had had to bid against these same interests to get a license, we wouldn't have had a ghost of a chance.

Charles A. Sprague
Co-Owner-General Manager
WMAX Grand Rapids, Mich.

One-Eighth and One-Fifth

EDITOR:

Regarding the possible deletion of reservations for educational tv because only one-eighth of them have been activated, I wonder if commercial frequencies for tv should not also be withdrawn on the same basis. As I recall, only about one-fifth of them have been activated and I'm sure the armed services and others could make good use of them.

As was expected, commercial activation has been somewhat better than education's, in view of the well-known greater freedom and speed with which private corporations can act as compared to public bodies. The difficulties for commercial stations of getting uhf going (and uhf and vhf are divided in about equal proportions totals between commercial and educational) are no greater than the problems of getting *any* station going for educators in many areas, I assure you.

Harry J. Skornia
Executive Director
National Assn. of Educational Broadcasters
Urbana, Ill.

[EDITOR'S NOTE—As of last week, 493 commercial tv's were operating, another 121 held construction permits, and 133 new station applications awaited FCC processing. Operating noncommercial tv's numbered 28.]

Billings Boo-Boo

EDITOR:

First, let me thank you for the wonderful "radio resurgence" story in last week's issue . . .

But, in a way, you gave one radio guy—that's me—too much dollar credit. It was in the bold-faced caption lines accompanying the pictures on page 27.

It's sure strange what one dropped word will do. You quoted me as saying, "We're gearing ourselves to a possible $14 million net in 1958." Whereas in the body of the story the full quote—"$14 million net billings in 1958"—was used.

I sure wish we could anticipate a "$14 million net" in '58. What a nice pie that

You're a BIG STEP AHEAD
with the Station that's WAY AHEAD
Play It Smart! Pick The Favorite!
1,700,000 TV homes in Detroit and Southeastern Michigan (including the heavily populated Flint and Port Huron areas) tune most regularly and most frequently to
WJBK-TV
CHANNEL 2 DETROIT
Buy the Station that Saturates
Where Buying Power Concentrates!
In the nation's 5th market, 2 gets you 9 . . . 9 billion dollars of buying power, tapped by this one-station buy!
MAXIMUM POWER
100,000 watts, 1,057-ft. tower
COMPLETE FACILITIES FOR
LOCAL AND NETWORK PROGRAMMING
IN FULL COLOR
TOP CBS AND LOCAL PROGRAMS
A STORER STATION
Represented by
THE KATZ AGENCY, INC.
STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N. Y.; 230 N. Michigan, Chicago 1, Ill.; 111 Sutter, San Francisco, Cal.

The General Electric Stations

LOYALTY

Two days of brief air announcements . . . (that we had moved into our new ultra-modern studios)
A casual invitation . . .
(to drop in Saturday or Sunday)
— But how our audience responded
(more than 23,000 in 15 hours)
They came by the carloads—from Vermont, New Hampshire, Massachusetts, and Connecticut,—as well as from the far reaches of our New York state coverage area.
You can't buy loyalty, but you can reach this loyal audience through

994-1

WGY WRGB

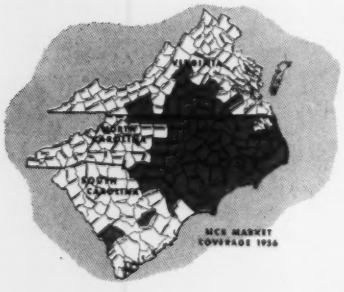
ALBANY—TROY—SCHENECTADY

Personalities*
Make WPTF
A Better Buy
than Ever!

*"B.J." JACKSON *JIM REID
*JIMMY CAPPS *PHIL ELLIS
*HARRIET PRESSLY
*TED DANIEL *ANN SELTMAN
*EARL HOSTETLER

Hitch your campaign to a WPTF personality and watch sales zoom. They are household names in 84 counties . . . yes 84 . . . where WPTF reaches over 50% of all radio homes.

In Raleigh-Durham, Wilson, Rocky Mount or Fayetteville. In Chapel Hill, Greenville, Danville, Va., or Dillon, S. C. . . . WPTF personalities are a first class passage to happy selling.



WPTF

50,000 WATTS 680 KC
NBC Affiliate for Raleigh-Durham and Eastern North Carolina
R. H. Mason, General Manager
Gus Youngsteadt, Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

OPEN MIKE CONTINUED

would be to slice up for all our affiliated stations. Again, my heartiest congratulations on a radio story well done.

Paul Roberts, President
MBS
New York

A Madison Avenue Eye-Opener

EDITOR:

A word of thanks for the fine story on Monsanto, CBS public affairs and *Conquest* [ADVERTISERS & AGENCIES, Nov. 11]. I thought it was well written and explained a highly complicated area in precise, understandable terms. I think it will have a beneficial effect in perhaps opening some Madison Avenue eyes to the possibilities inherent in public affairs programming.

Irving Gitlin
Director of Public Affairs
CBS New York

Disregard of Own Advice?

EDITOR:

I wonder how many industry people silently chuckled Nov. 24 when the Kodak girl on the Ed Sullivan show almost dropped her Kodak camera in an attempt to fasten it around her neck and demonstrate the ease with which it is done. All I could think of were those big ads that Eastman Kodak has been running in BROADCASTING and other trade publications: "Be sure. Use film. Avoid those disastrous on-camera fluffs."

W. Richard Carlson
Vice President-General Manager
WLYC Williamsport, Pa.

Introduced Garner Aug. 11

EDITOR:

You've had a pretty lively OPEN MIKE column with proud ABC-TV affiliates telling of personal appearances of James Garner of the *Maverick* series. Well, sir, we're also proud of the new western star, and one thing we're particularly proud of is that he was introduced to the nation over our own KING-TV on Aug. 11, when KING-TV originated the Gold Cup Hydroplane Race over ABC-TV.

Mel Anderson
Publicity & Promotion Director
KING-AM-FM-TV Seattle, Wash.

The Right to Be Heard

EDITOR:

I am hopeful you did not mean to imply in "Legion of Tolerance" [EDITORIAL, Nov. 25] that whatever the views of the Catholic bishops on any attribute of the movies, radio or television, they must be hermetically sealed in a congregational vacuum and not let their stand be exposed to non-Catholics. I am sure you would not urge adoption of an enforceable rule of conduct which curbed your right to comment or influence others on any subject of your choosing or which limited you to editorializing only on particular attributes of broadcasting. . . .

I think, perhaps, you mean to say that

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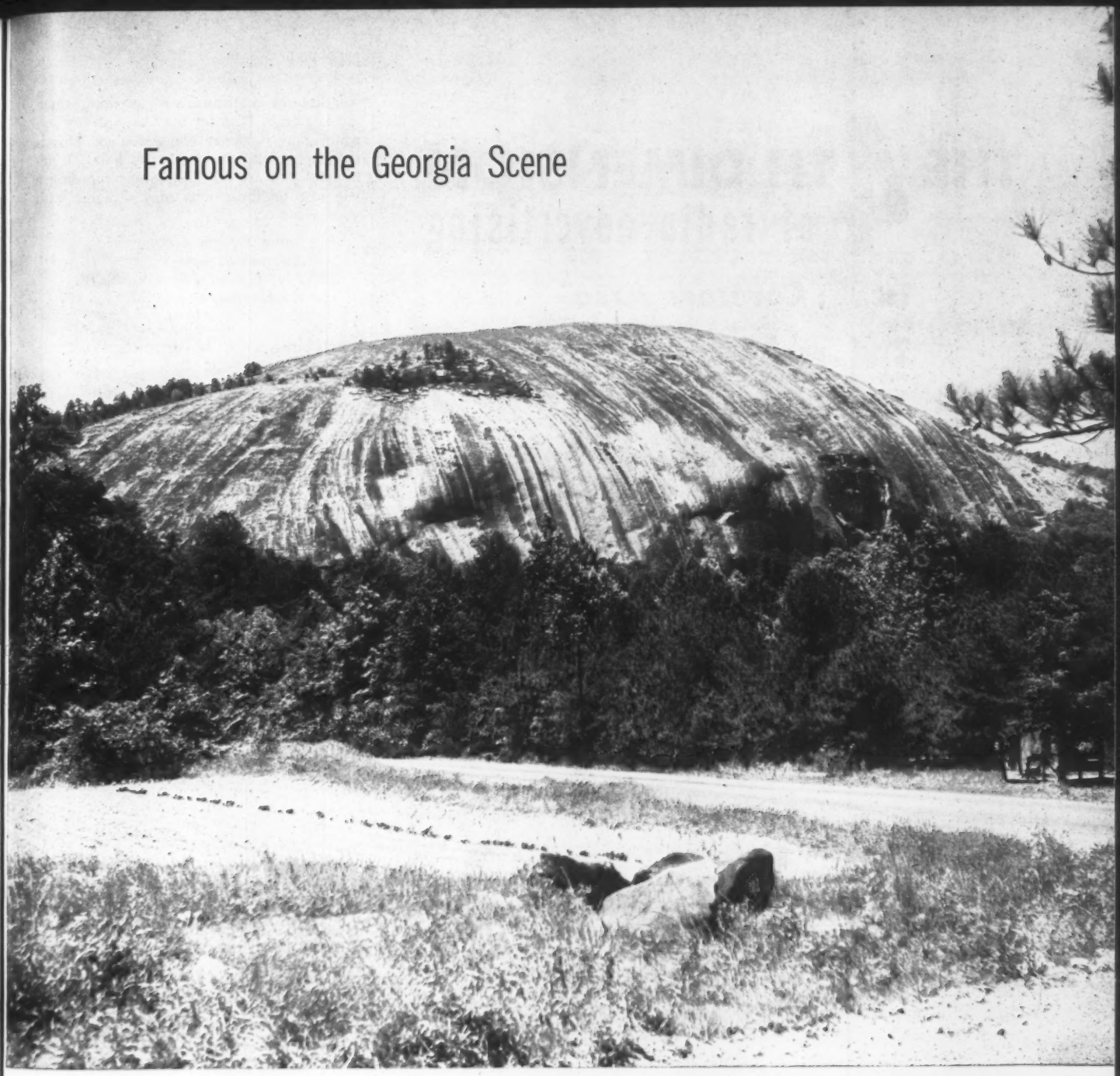
Famous on the Georgia Scene



STONE MOUNTAIN, the world's largest solid block of granite, is a landmark to every Georgian. It is located on the rim of Atlanta, home of WAGA-TV—also famous on the Georgia scene. WAGA-TV's extensive coverage brings top local and CBS-TV programing to more than half the state's population. Tallest tower, maximum power, top ARB and Pulse ratings make WAGA-TV Georgia's leading television station. Write for the full story of WAGAland.

CHANNEL 5 ATLANTA
waga·tv
CBS

A STORER STATION

STORER BROADCASTING COMPANY SALES OFFICES
NEW YORK—625 Madison Ave. • CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

Represented Nationally by THE KATZ AGENCY, Inc.

THE 4TH DIMENSION of radio advertising

1st . . . Coverage Area

2nd . . . Audience Rating

3rd . . . Rate

4TH IMPACT

The first three are inconclusive without the fourth . . . millions of dollars are spent each year to create announcements with impact messages. Don't waste this money . . . don't let your announcements lose their impact. Demand adequate separation . . . STAMP OUT MULTIPLE SPOTTING.

GUARANTEED SEPARATION

All Announcements Will Be Separated From . . .

1. All other commercial announcements by time for one complete musical selection.*
2. All competitive announcements by at least 15 minutes.

*Except 10 second, quarter-hourly time signals.

This is not a new policy with WOLF. It is the proven sales formula that has brought in consistent renewals through the years from pleased clients representing top national advertisers.

We never had it so good—why spoil it.

RATING for RATING . . .
RATE for RATE
in CENTRAL NEW YORK IT'S — WOLF

National Sales Representatives
THE WALKER COMPANY

SYRACUSE, N.Y.

you disagree in advance with anything which the Legion of Decency may have to say . . . which may influence non-Catholics. This is understandable. On the other hand, I am hopeful you are not advocating imposing a gag rule on those who may disagree with your views . . . ?

James Francis Tierney
Attorney at Law
1345 Connecticut Ave., N. W.
Washington, D. C.

Old Timers in Milwaukee

EDITOR:

We are pleased to accept the challenge of Fetzer Broadcasting Co. [OPEN MIKE, Nov. 1] and herewith submit figures showing that not only have more than one-third of our employes been with us more than 10 years, but their total years experience adds up to a figure which should make us even prouder than Fetzer:

Years	No. of Employees	Total Yrs. Employment
10-15	35	409
15-20	12	191
20-25	8	175
25-30	5	137
30-35	2	63
Over 40	1	41
Total	63	1,016

George Comte
Manager of Radio & Television
WTMJ-AM-TV Milwaukee

Draws a Dry Line

EDITOR:

It is interesting to note that you feel "Let's Break Out The Bottle" and "Our Cup Runneth Over" [EDITORIAL, Nov. 25, Oct. 28] produced a reaction solely among the drys. Am I the only one who believes that those adults who want liquor should be able to procure it legally, yet do not feel it is morally right to encourage others to drink?

Effective advertising is difficult to resist for young and old. The fact that other media encourage the consumption of liquor does not make it right for radio or television. The drys might object, but if you must hang me, hang me with them on this issue.

Charles Smithgall
President
WGGA Gainesville, Ga.

Less Moaning and More Work

EDITOR:

Some may be crying a bit about how bad things are, but as far as the national sales picture of Rollins is concerned, our sales are up 30% over last year and from all indications they should go up another 10-15% in 1958. I think the answer is a little less moaning and crying . . . and a little more work.

Graeme Zimmer
National Sales Manager
Rollins Broadcasting Inc.
565 Fifth Ave.
New York City

A NOTICE OF TIMELY INTEREST

(to advertisers, agencies and the television industry)

EFFECTIVE DECEMBER 1, 1957

WCDA-B-C, the CBS Basic Affiliate serving Albany, Schenectady and Troy in New York State's rich Northeast will switch from UHF Channels 29 and 41 to

VHF CHANNEL 10!

originating from the newest and tallest tower east of the Mississippi (1,353 feet.)

Simultaneously, 438,000 TV homes will know us as

☆ *w-ten* ☆

ALBANY, NEW YORK

(Satellite Channel 19 will be retained to serve Western Massachusetts.)

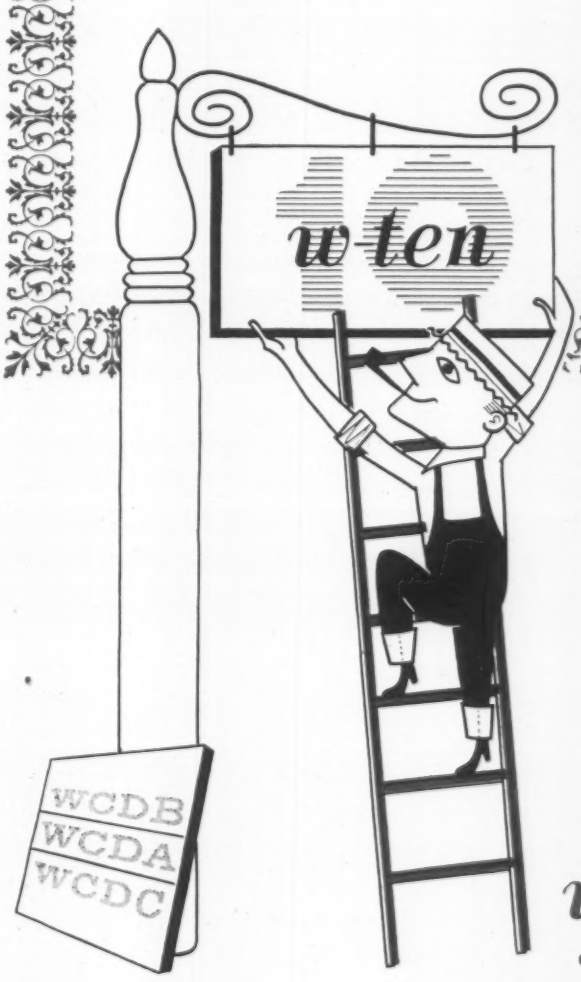
Naturally, in addition to the great CBS line-up, we shall continue to offer the finest available local originations as:

- **Popeye**
- **M-G-M Early Show**
- **M-G-M Late Theatre**
- **UP News and FAX Service**

For availabilities, please call:

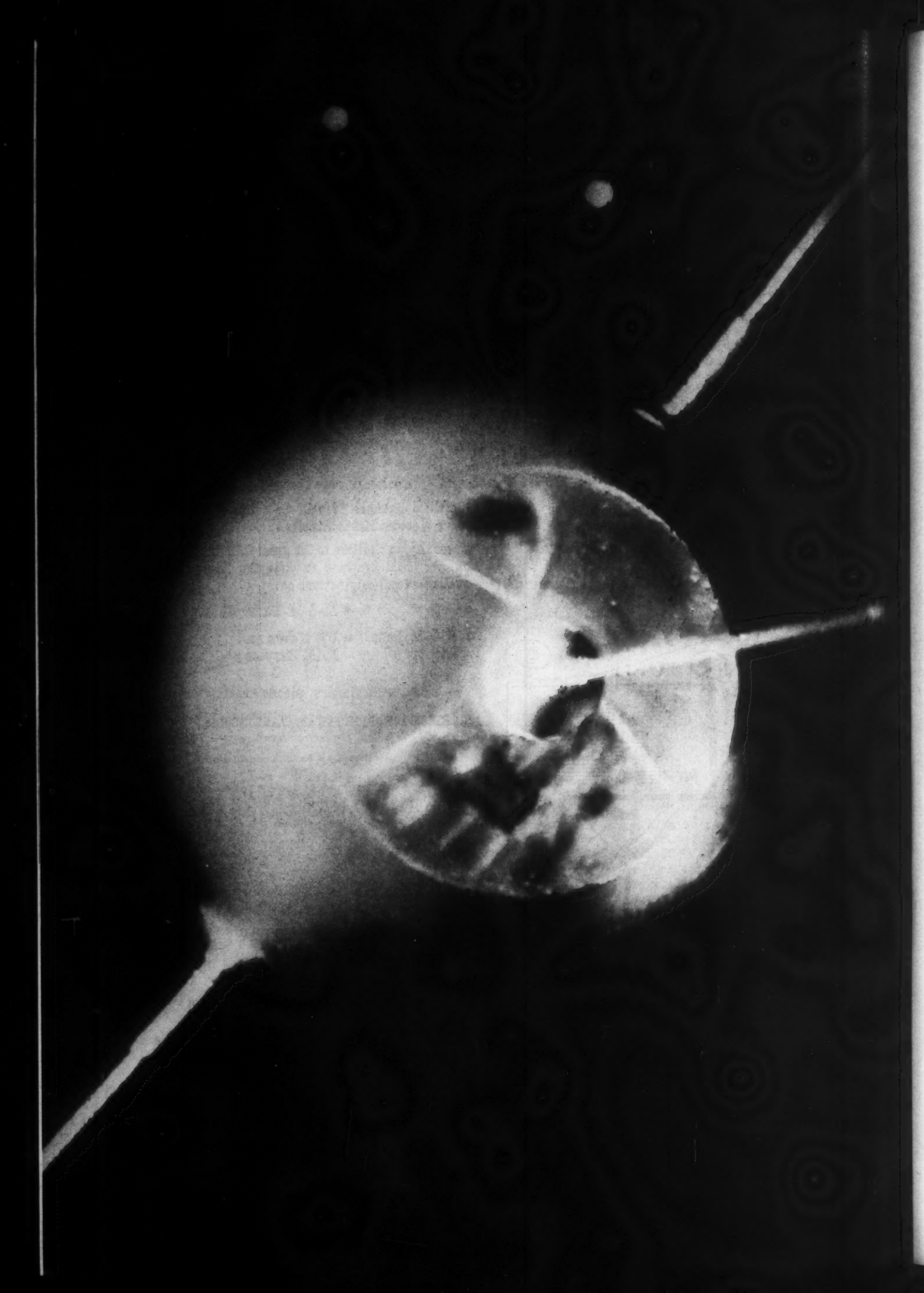
HARRINGTON, RIGHTER and PARSONS, Inc.
National Representatives

New York, Boston, Chicago, San Francisco, and Atlanta



w-ten ALBANY • SCHENECTADY • TROY

CHANNEL 10 CBS TELEVISION NETWORK • BASIC AFFILIATE



NEWSFILM...
FOR ALL THE NEWS

Headline news or human interest – if it's news, NEWSFILM's ever-alert cameramen throughout the world get the story on film every day.

That means your station, whether it's a big operation or relatively small, can provide big-league news coverage. For NEWSFILM, the only syndicated news produced exclusively for television stations, is available to all stations, regardless of their size or affiliation.

A product of CBS News, NEWSFILM is coverage in depth: 12 minutes a day of well-rounded world news, expertly edited for home viewing and air-rushed to you from four processing points, complete with scripts for local use.

The result is scores of enthusiastic NEWSFILM subscribers round the globe. Like television station WSEE, Erie, whose general manager, Cecil M. Sansbury, reports: "Response to our use of NEWSFILM has been remarkable. Close to 800 unsolicited letters and phone calls from viewers poured in during the first three weeks congratulating us on our greatly-improved news coverage, saluting its 'amazing timeliness' and its 'big-league approach.' And since then, we've been receiving as many as 25 calls daily commenting on what one viewer terms 'the first network-calibre newscast seen locally!'"

NEWSFILM, your most complete news coverage, is available through the nearest office of...

CBS Television Film Sales, Inc.

"...THE BEST FILM PROGRAMS FOR ALL STATIONS"

In New York, Chicago, Los Angeles, St. Louis, San Francisco, Boston, Detroit, Dallas, Atlanta. And in Canada, S. W. Caldwell, Ltd., Toronto.

WILS

the key station in

MICHIGAN'S*
MIGHTY MIDDLE
MARKET

with a 24 hour schedule and

5000
LIVELY WATTS

has over twice the number of listeners than all other stations combined in

(March-April, 1957—C. E. Hooper, Inc.)

LANSING

contact Venard,
Rintoul & McConnell, Inc.

* 17 Central Michigan counties with $1,696,356,000 spendable income.

WILS
music news sports

71

OUR RESPECTS

to William McElroy Dozier

TELEVISION can learn one important lesson from motion pictures: not to try to compete with them in things the movies can do best. So says William Dozier, general program executive of CBS-TV, in charge of all the network's live programming from Hollywood.

"The movies tried to compete with tv by putting into theatres the kind of programs most popular with the television audience," he points out. "They learned the hard way that the public just won't go out to get marginal entertainment when they can get this, or better, at home and free. But big attractions are something else again. People are going to see "The 10 Commandments" and "Around the World in 80 Days," pictures of the kind they can't get on tv, in greater numbers than ever before. And they're staying away from other pictures, also in greater numbers than ever before.

"Tv is out of the novelty stage; it's become a staple item in the entertainment scheme of things; it's had time to learn what it can do best and what it should not attempt at all," he states. We turned down *For Whom the Bell Tolls* for tv when we realized that we couldn't do as good a job as the motion picture of 10 years ago. Essentially the story is blowing up a bridge and we can't do that very well on tv, so we didn't try it."

William McElroy (his mother's maiden name, long since dropped out of his signature) Dozier was born Feb. 13, 1908, in Omaha, where he attended primary and high school and went on to Creighton U. He majored in English, edited the *Creightonian*, won a place on the debating team coached by Frank Fogarty (now manager of WOW-AM-TV Omaha), was active in dramatics and got in a year of law before receiving his AB degree in 1929. A fellow campus Thespian and law student was Mr. Fogarty's predecessor at WOW, the late John Gillin.

Now it was off to Buffalo and the real estate business and, a couple of months later, marriage with Katherine Foley. ("That's how I have a son 27 [Robert] who's going to make me a grandfather before I'm 50," he says wryly.) But by the mid-30's Buffalo real estate buyers were few and far between, so the Doziers migrated to Los Angeles and Bill resumed his law studies at USC ("really to have something to do while I decided what I was going to do next").

When a meeting with Bob Allenberg led to an offer of a job with the Berg-Allenberg talent agency, there went the law career. For six years Bill handled the agency's story and writer clients, then reversed his role and began buying instead of selling, as story and writer head of Paramount Studios.

Three years later he moved to RKO as executive assistant to the late Charles Koerner, then vice president in charge of production. After Mr. Koerner's death in 1946, Mr. Dozier became associate head of production at Universal-International. (Also that year, having been divorced, he married Joan Fontaine. Their daughter Deborah is now 9.) Three years later he became a producer at Columbia Pictures and then joined Sam Goldwyn Productions as executive story and writer head.

IN THE FALL of 1951, Mr. Dozier joined CBS-TV in New York as head of the story department and director of the search for new talent. The following spring he was named executive producer of dramatic programs, responsible for such outstanding series as *Studio One*, *Danger*, *Suspense* and *You Are There*, to name only a few. In January 1955, he shifted back to Hollywood as director of network programs from there for CBS-TV and that fall he returned to motion pictures as vice president in charge of production at RKO.

Now back at CBS-TV, in charge of all live programs originating in Hollywood—*Studio One*, *Climax*, *Shower of Stars*, *Playhouse 90* and *Red Skelton Show*, plus specials—William Dozier has no fears about television shortly becoming all film. "The costs of film production are getting so high that advertisers who formerly favored filmed programs are now taking a look at live shows," he notes. "Actors are, too. If they have theatre backgrounds, they prefer working on live shows, and residuals have paid off for so few people that tv films don't have the lure for talent they had two or three years ago."

Neither a joiner ("the Bel-Air Country Club is the complete list of organizations I belong to") nor a serious hobbyist ("my occasional golf game is certainly not in that class"), Bill Dozier prefers to spend his leisure hours at home with his family. Home is in Beverly Hills (conventional address for a successful Hollywood executive), a residence conventionally equipped with swimming pool and projection room and (most unconventionally) with a telephone whose number is listed in the telephone book. Family is Mrs. Dozier (Ann Rutherford, whom he married in 1953 after his divorce from Miss Fontaine) and their two girls, his Deborah and her 13-year-old Gloris.

SYMBOLS OF
BELIEVABILITY

...and

WWJ-TV

CHANNEL 4 DETROIT

NBC Television Network

ASSOCIATE AM-FM STATION WWJ

First in Michigan • owned & operated by The Detroit News

National Representatives: Peters, Griffin, Woodward, Inc.

Know Charlotte by the company it keeps

Building Permits*, proof of physical growth, show Charlotte keeping company with many "first fifty"† cities.

To give your product a major build-up in a major market use WBT Radio, the station that exceeds its nearest Charlotte competitor (NCS#2) by 711% in total audience.

*Official City Records, 1955
†Standard Metropolitan Area Population

Springfield $14,972,357 • Albany $15,691,576 • Charlotte $17,410,539 • New Haven $14,079,986 • Bridgeport $7,828,580

Represented Nationally by CBS Radio Spot Sales

WBT Radio
CHARLOTTE, N. C.

JEFFERSON STANDARD BROADCASTING COMPANY

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 53, No. 24 DECEMBER 9, 1957

VIDEOTOWN GETS CHOOSY ABOUT TV

- **C&W test city, 10 years later, has stabilized viewing habits**
- **Lesson: It takes creative vitality to increase audience size**

Tv advertisers, agencies and networks were put on notice over the weekend that to boost audience size from this point on, attention must be given to the "creative vitality of tv programs."

This warning note, struck by Cunningham & Walsh's 10th annual Videotown study of tv family habits, also can be expected to alert program producers and others in the tv field, since findings of the study are circulated widely.

According to the study, the American family still watches tv a lot, particularly in the evening, but the medium has become a part of everyday living; there's little if any novelty left and the excitement is gone.

If the "typical" community of Videotown (actually New Brunswick, N. J.) is any criterion for the U. S., then this is the status of television viewing today.

Cunningham & Walsh's study, slated for release last Saturday, leads into the subject in the report's summary this way:

"A look at the year-by-year hours of viewing shows an irregular movement within a narrow range. It would seem that a peak has been reached in the number of hours the average individual in each category spends in front of the tv set, and that from now on there will be small changes (up and down) from year to year." It then winds up by asserting: "It would take a major change in programming to upset this trend."

The summary's conclusion also states:

"In the future, television viewing will follow a series of high level cycles. The movement will be influenced partly by new set developments, partly by social and economic changes which keep people at home or attract them away from home, but mostly by programming. The all important determinant for audience size is the creative vitality of tv programs."

Although not one of the tv networks would comment when queried as to the survey's implied knuckle-rapping of programming, a spokesman for one called attention to the fact that the survey was based on programming last spring, that programming has since been revamped and that, according to latest audience measurement reports, viewing this fall is up.

To clear up any misunderstandings as to what the report is aiming at, the preface makes these points:

"Program critics have been more vociferous than usual in their denunciation of tv programs. 'Creeping mediocrity,' 'the real opiate of the people' and 'childish stuff' are some of the epithets being hurled.

"The public is not so vocal, nor is it quick to act. For example, they will vow by all that's holy that westerns are infantile, that they are fit only for feeble-minded adults. They become quite vehement about it in discussions of programming. What did they watch last night—a western!

"As interviewing in Videotown progressed from year to year, we found less and less a feeling of excitement about television.

"People were watching just as much during weekday evenings (a total of 11½ hours per week), but obviously with a much more critical eye. Watching became a fixed habit with hours of viewing taking a sidewise course rather than the emotional necessity which was so impelling at first."

A preview of what C&W would issue in its Videotown report had been intimated by the agency's president, John P. Cunningham, in late October. Speaking at the annual meeting of the Assn. of National Advertisers, Mr. Cunningham warned that "a most important advertising tool" (television) may be "in danger of being blunted and dulled," that its strength was being sapped by a "boredom factor," and he hinted that advertising men perhaps ought not to add to current program fare unless they had something "better—a matter of creativity" [ADVERTISERS & AGENCIES, Nov. 4].

Mr. Cunningham noted then that Videotown studies conducted by his agency had uncovered these attitudes of tv "boredom."

The Videotown report, conducted by C&W's vice president and research director, Gerald W. Tasker, and research manager Gladys R. Kanrich, presents a potpourri of statistics, taking in such tv owners' "habits" as viewing, use of sets, radio listening, thoughts about buying new receivers, color, newspaper and magazine reading and movie attendance.

What about family viewing? Is it up? At a level? Down? The answers: a qualified "yes" as well as "no."

The most comprehensive portion of the

WHAT VIEWER TOLD RESEARCHER

. . . about Videotown's weekly tv viewing (Mon.-Fri.)

YEAR	TOTAL PEOPLE IN TV HOMES	% VIEWING PER DAY	NO. VIEWING PER WEEKDAY	AV. HOURS PER WEEK-DAY (WHEN VIEWING)	TOTAL INDIV. HOURS PER WK.
1953	28,434	76	21,610	3.52	338,336
1954	31,552	77	24,295	3.58	434,880
1955	32,504	87	28,278	3.39	479,312
1956	33,525	79	26,485	3.28	434,354
1957	33,861	81	27,427	3.21	440,203

Researchers found that elderly viewers of tv families are ardent fans . . .

study is on viewing. These, briefly, are the highlights:

• A slight gain this year over last in total viewing hours per week, both in total number of people in tv homes and the per cent of people watching each weekday.

• A slight decrease from 1956 in the daily hours of individual viewing (for the people who watch at all). (See table page 31.)

The study notes: "The history of viewing in Videotown indicates that television has been on a plateau for the past three or four years. Between 75% and 85% of the people will tune in on an average weekday, each spending between 13 and 15 hours per week (Monday through Friday) in front of his set."

When did people start to be "more selective in their viewing and . . . spreading their tv time over the day?" In 1954, says the report. "In that year, the number of weekday evening hours spent viewing tv by the average person showed its first decline. Increased daytime viewing helped maintain the upward trend in total weekly viewing hours in 1954.

"Each year thereafter showed a decrease in the number of evening hours *per day* that an individual spent in front of his tv set (when he watched at all). Average evening hours *per week* has been moving up and down with no established trend."

Videotown's report shows in 1953, 13.92 hours of viewing all day (Mon.-Fri.), with 12 hours in the evening, 1.13 in the afternoon and .79 in the morning; a year later, comparative figures were 14.85, 11.70, 1.65 and 1.50; for 1955, they were 15.55, 13.20, 1.40 and .95; last year, 13.43, 11.05, 1.36 and 1.02, and this year, 13.55, 11.45, 1.25 and .85.

In a further breakdown, these trends in viewing were marked:

Evening viewing (average) per week is slightly above that of last year—from 11 hours 3 minutes to 11 hours 27 minutes.

Morning viewing is at a "temporary" plateau. Total for the week (Mon.-Fri.) for the average person was less than an hour in 1953, and 1955 and again in 1957, but 1½ hours in 1954 and just over an hour last year.

Weekday afternoon viewing (Videotown researchers take the noon hour to 5 p.m.) reached its peak in 1954 when the average was 1 hour 39 minutes. Since then, the trend has been downward, dipping each year thereafter with the 1957 figure down to 1 hour 15 minutes. "These are all indications of a leveling off in afternoon viewing which will probably continue until some major change occurs in programming," the report observes.

The study found that early tv fans maintain their status as the "most ardent tv viewers," with homes having a tv set longer, tuning in for more hours with individuals spending more time watching.

This year, individual members of older tv families watched about 11½ hours per week during weekday evenings, while people in newer tv homes watched about 11 hours per week. Homes which had tv before 1954 tuned in just under 4 hours on the average weekday evening compared to 3 hours 23 minutes for the newer owners. (These differences are narrowing as newly married people, whose viewing habits were established in older tv homes, become new tv set owners.)

Probing deeper into tv viewing habits of the average family, the Videotown study finds:

Most consistent viewing during the evening is by husbands, wives and teen-age children. The report notes that over eight

. . . tv often serves as a babysitter, and children still eat before the set . . .

out of 10 wives, not quite eight out of 10 husbands and teen-agers watch tv at some time during the average weekday evening (a slight drop from last year for husbands and teen-age children but an increase for wives). Not quite three-fourths of children under 10 watch on any one evening, and when they do watch, they spend less time (a little over two hours) than other family members, partly because of an early bedtime. Teen-agers average 2 hours 23 minutes compared to the adults' over 3 hours (when they watch).

In total hours spent watching tv during the evening, Mon.-Fri., it is the wife who does the most. The totals: 14 hours for wives compared to 13 hours for husbands; while teen-agers watch about 9¼ hours, and children under 10, a little over 7¼.

The study finds that daytime tv viewing by housewives is about at the 1953 level, stabilizing at about 11% in the morning and 20% in the afternoon for the past two years. The year 1955 is seen as the peak year for the number viewing in the afternoon or all day for wives and for all people. Ignoring that year, the trend has been upward from early years through 1957.

As it has in the past, the Videotown survey also takes a good look at radio listening in tv homes. Conclusion: Radio listening seems to have leveled off, with somewhat under half of the wives, about one-third of all people, listening on the average weekday. Morning radio listening is still much more popular than tv viewing, especially with housewives.

Specifically in tv homes, 43% of wives listen to the radio all day weekdays (30% in the morning, 16% in the afternoon and 17% in the evening), while 32% of all people on the average listen to the radio all day (19% in the morning, 9% in the afternoon and 16% in the evening). Compared to last year, wives were off nine percentage points in listening to the radio in the morning; up two points in the afternoon and three points in the evening, but off four points for all day. There was little change from last year in the per cent of all people (except a drop of four points in the morning).

In tv viewing on an average weekday morning, the same percentage of wives are registered this year as compared to last year (11%), similarly in the afternoon (20%), but the percentage is five points higher in the evening (from 81% to 86%) and up for all day (from 85% to 89%). For all people, the average weekday percentage is about level with a few points gain in the evening and all day viewing.

In a detailed breakdown on radio listening in tv homes, Videotown found a slight drop in the hours per day when all people on the average listen to radio in the evening, but an appreciable rise in the average hours per week spent listening in the evening. Again, in morning radio, listening is up in hours per day but reduced in the hours per week.

Other highpoints:

Saturation • In Videotown it was 92.7% in June, a slight increase over the 90.5% of a year ago. Thus, growth of tv set ownership over the years increased the potential audience each year, but the present high saturation figure has made tv ownership "universal for all practical purposes, putting a ceiling on the number of people available for tv viewing."

Peak in Total Viewing • One of these elements—the average daily hours of viewing—showed its first decline two years ago. A year later (1956) there was a decrease in both the per cent of people watching each weekday and in the number of individ-

. . . and ironing while watching a favorite daytime show is a well-entrenched habit.

ual viewing hours, and thus a decline in total viewing hours per week for the first time in the study's history.

Social-Leisure Time • The return to more activities away from the home, which increased last year, has been maintained this year. But, the report notes, the renewed activity outside the home "does not make as deep a cut in tv viewing as might be expected." Reasons: the increase itself is small for any one evening, and people rearrange tv viewing rather than eliminate it entirely.

Movie Attendance • It fell off 77% when a tv set was purchased in the early growth of television. This downward trend was reversed in 1953, and by 1955 attendance by people in tv homes reached a post-tv peak though still less than two-thirds the pre-tv level. Last year it received a setback, dropping to the level of the early tv years, but this year attendance is up once more but not at the 1955 level. The study finds no "apparent" trend.

Reading • Magazine reading in tv homes has been hit hard again this year. The level about equals what it was in the early 1950's. During the first year of tv in the home, magazine reading on a weekday evening dropped 53%. In 1953, the downward spiral was arrested, and reading increased in 1954 and 1955. But last year and this year, magazine reading has been dropping steadily.

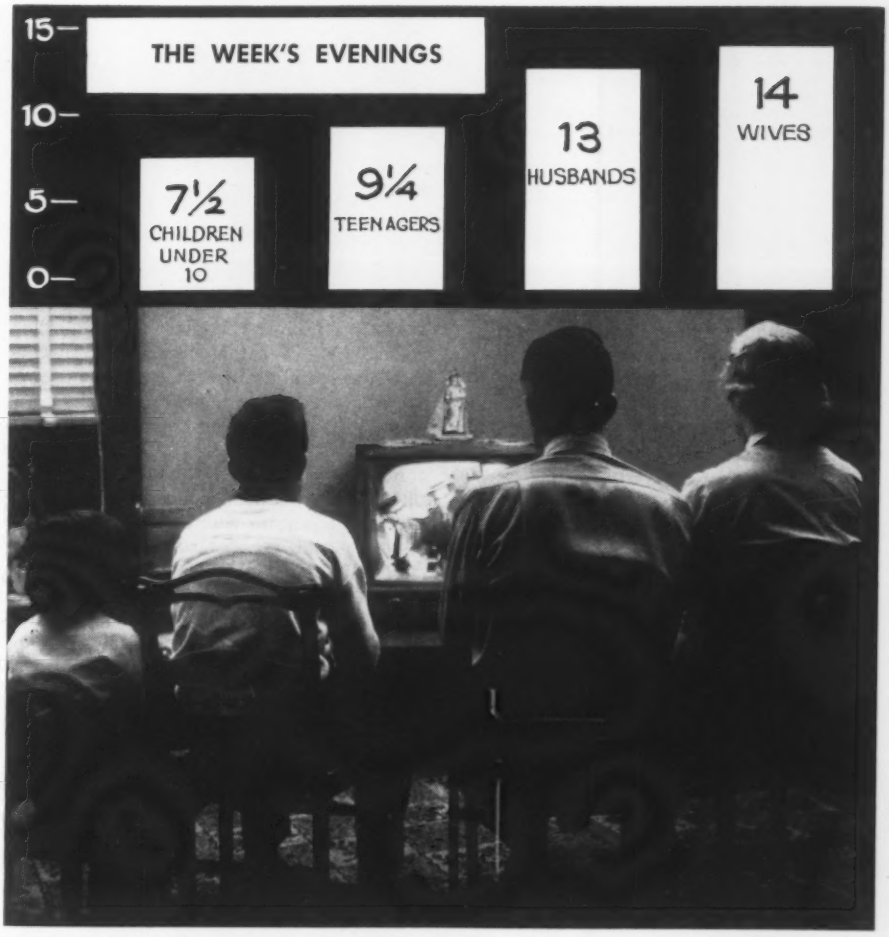
The number of adults in the tv home reading newspapers, however, has remained quite steady (within a few minutes) over the years. There has been a high level maintained over the years.

Radio • The report states that, initially, tv's impact on radio during evening hours was severe. Only 5% of people in tv homes in 1951 listened to radio at some time during weekday evenings (compared to 60% in those same homes before the family obtained its tv set). But, since then, evening radio listening has been on the upswing: 8% in 1952, 9% in 1953, 10% in 1954 and 1955, 12% in 1956 and 16% this year. Much of this evening radio listening is concentrated in early evening hours.

The study for the past several years has included a census of radio ownership. In Videotown, 94% of all families have one or more radios, very near the national average and the same as last year. There's been a slight drop in multiple radio ownership since 1954—from 47% to 45% in tv homes; from 37% to 32% in non-tv homes. Tv homes average two radios, non-tv 1.8.

Set Sales • The replacement factor now accounts for most sales, with the other chief reason being "impulse buying." Two (and more) tv set homes rose from only 1% in 1951 to 8.7% last year and 10% this year. Portables account for many second sets (2% of set owners have them, and 10% are expecting to buy a new set because it is a portable). In 1956, nearly 9% of all Videotown tv sales were portable sets.

Radio Location • Of interest in Videotown are figures for percentage of radios according to room location in the home. In homes with more than one radio, the bedroom is becoming the favorite room. In 1954, in tv homes, 51% of radios were in living rooms, 47% in 1956 and 40% this year; 56% in 1954 were in bedrooms, 71% last year and 77% this year; 54% in kitchens in 1954, up to 66% last year and 69% this year. Lineup in non-tv homes last year: 85% in the living room, 52% in the bedroom and the same number in the kitchen; this year, 76%, 79% and 69%, respectively. A similar movement away from the living room is seen in one-radio homes, but there the kitchen is the room which gains.



Videotown also carries its revisions on a breakdown of families into upper middle and lower income groups. These figures are of little significance except for showing an obvious trend to more middle class (which benefits the community as a test city).

VIDEOTOWN COOL TO COLOR; ENTHUSIASM DOWN FROM '56

Color tv is not much further along in Videotown this year than it was 12 months ago, according to Cunningham & Walsh's 10th annual survey of tv in its "typical" U. S. community (New Brunswick, N. J.).

Last year, 23% of respondents in tv homes had seen a color telecast; this year 25%. Last year about three-fifths were favorably impressed; this year two-fifths, a turnabout in the percentage of people who generally liked or disliked color.

Color also lost some ground with people who were asked directly if they desired to own a color tv set (not if they would buy one). A little over half would like to own one compared to more than three-fifths last year.

A shift in emphasis on reasons for not owning a color tv set was detected this year. In 1956, 74% said they were dissatisfied with the quality of the color pictures (by those who saw a color program), and cost was mentioned by 21%. This year 40% were dissatisfied while 37% asserted they liked what they already have. Cost was mentioned by 24%.

The breakdown was similar among those who had never seen a color program: 42% objected to cost, 37% preferred black-and-white or their own set and 20% didn't look forward to color because of experience with color movies or from hearsay on color in tv.

Last year those respondents who mentioned the approximate price range they thought was "fair" for color placed the figures between $300 and $400 or a median of $363. This year the "fair" price dropped—between $300 to $325, or a median of $320. Of those expecting to buy a new set this year, 10% said they would buy color—actually only 0.4% of the total tv families. The report notes "there is still no evidence of rapid expansion of color set sales."

UNIQUE YET TYPICAL CITY MATURES WITH THE MEDIUM

Videotown was set up by Cunningham & Walsh in 1948 for its clients and its own staff to answer questions about "tv's value as an advertising medium" and about "its influence on human behavior." Since that time, the agency has repeated the survey each year to obtain a continuing measure of growth "of this important new medium."

The community actually is New Bruns-

wick, N. J., which has a population of about 40,000 and is located about 30 miles southwest of New York City. The agency selected it as a tv testing ground ten years ago because it has a unique tv location and yet is typical of an average U. S. community; unique because its proximity to New York permits good reception of seven stations and is a "mature market" for tv, both in set buying and in viewing habits; typical because it is an independent, self-contained market supported by its own industries and agricultural area (few people there commute to New York).

The report's summary of a decade:

"Television has grown from infancy to maturity in Videotown (and generally throughout the U. S.). Set ownership rose from 1.4% of Videotown families in 1948 to near peak saturation—more than 9 out of 10 homes today.

"Hours of tv viewing reached their record high of 15 hours 33 minutes per person per week (Mon.-Fri.), and have eased off slightly during the past two years to 13 hours, 33 minutes per week in 1957. The study indicates a leveling out in tv activity, a matter-of-fact acceptance of tv viewing as a part of everyday life."

Advertisers Marketing Aid Issued

A wall chart showing business trends and progress since 1933 is being distributed by VanSant Dugdale & Co., Baltimore, to aid advertisers in their marketing plans. The chart includes data on stock averages, federal government expenditures, wholesale commodity prices and the average family income.

ARB DEVISES FAST RATING PLAN

- **Instant tabulations to be offered starting in January**
- **New service could revolutionize present rating concepts**

A new, automatic television rating service which some observers believe may revolutionize the ratings business is being established by American Research Bureau and is slated to go into operation early in January, BROADCASTING learned last week.

The service, to be introduced in the New York area, but scheduled for expansion gradually to a nationwide basis, employs special devices installed in tv sets and connected by telephone lines to a central point where ratings would be computed virtually instantaneously.

In essence, it would combine the mechanical measurement concept of the A. C. Nielsen Co. service with the overnight speed of the special Trendex surveys.

Plans were said to envision the equipping of some 300 New York area homes with the automatic measuring equipment—and installation of approximately half of these already has been completed, it was understood. Observers said the 300 would compare favorably with the number of New York area homes equipped with Audimeters in the Nielsen service.

As a second step, it was reported, ARB plans to equip homes in five other major markets and thus offer a six-city service which, like the Trendex overnight service encompassing considerably more markets, could provide ratings on tonight's tv programs tomorrow morning. The service then would be expanded city by city until national coverage was achieved.

The speed of such a service, as well as its automatic measurement of set tuning, was deemed especially attractive among agency and other authorities acquainted with its development. They pointed out that, especially at the start of a new season and at other times when a new program is being launched, all concerned need to know as quickly as possible how the public reacted. This has been an especially strong selling point with the Trendex "overnighters."

Authorities also pointed out that, by contrast, although the Nielsen service is more national in scope, it is also much slower. The Nielsen reports come out some weeks after the survey period, and some subscribers reported even greater delays recently. For instance, they said that the Nielsen report for the period which ended Oct. 19 was delivered in mid-November, meaning that subscribers had to wait more than a month for a report on shows broadcast during the early part of the rating period.

Observers for the most part appeared to be taking a "wait and see" attitude, remembering that "revolutionary" new rating developments had been heralded before without creating the stir in practice that they did in promise. But some were plainly, if guardedly, enthusiastic—and one said flatly it conceivably could mark "a new era" in ratings. The ARB organization meanwhile was described as having "every confidence" that the system would work, although its plan, according to outside sources, was not to announce it publicly until it was actually in operation in New York.

COLORCASTING®

The Next 10 Days Of Network Color Shows (All times EST)

CBS-TV

Dec. 10, 17 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

NBC-TV

Dec. 9-13, 16-18 (1:30-2:30 p.m.) *Howard Miller Show,* participating sponsors.

Dec. 9-13, 17, 18 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

Dec. 9, 16 (7:30-8 p.m.) *The Price Is Right,* RCA Victor through Kenyon & Eckhardt and Speidel through Norman, Craig & Kummel.

Dec. 10 (8-9 p.m.) *Eddie Fisher-George Gobel Show,* RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Dec. 11, 18 (9-10 p.m.) *Kraft Television Theatre,* Kraft through J. Walter Thompson Co.

Dec. 12 (7:30-8 p.m.) *Tic Tac Dough,* RCA Victor through Kenyon & Eckhardt and Warner-Lambert through Lennen & Newell.

Dec. 12 (10-10:30 p.m.) *Lux Show* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

Dec. 14 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Dec. 14 (10:30-11 p.m.) *Your Hit Parade,* Toni through North and American Tobacco through BBDO.

Dec. 15 (5:30-6:30 p.m.) *Telephone Time,* AT&T through N. W. Ayer.

Dec. 15 (6:30-8 p.m.) *Hallmark Hall of Fame,* Hallmark through Foote, Cone & Belding.

Dec. 15 (8-9 p.m.) *Steve Allen Show,* participating sponsors.

Dec. 15 (9-10 p.m.) *Dinah Shore Chevy Show,* Chevrolet through Campbell-Ewald.

Dec. 17 (8-9 p.m.) *George Gobel-Eddie Fisher Show,* RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

MR. BOULWARE MR. ENNIS MR. STEVENS

TOP media appointments announced Wednesday at Bryan Houston Inc., New York, included John Ennis, who joined the agency four years ago as associate media director and previously was media and contact executive with Benton & Bowles, named vice president and director of media (succeeding H. H. Doberteen, resigned); Robert Boulware, with Bryan Houston as media buyer and formerly general manager of WLWT (TV) Cincinnati, appointed vice president and associate media director, and Richard A. Stevens, who before joining the agency a year ago was general manager of Scheideler & Beck, named media department manager.

A *five-state market story was unfolded to New York advertising and media executives last week at two luncheons staged by WNAX Yankton, S. D. Seated (l to r): Don Sullivan, WNAX; Vera Brennan, Sullivan, Stauffer, Colwell & Bayles; standing, Morris Kellner, The Katz Agency; Arthur Hull Hayes, president, CBS Radio, and Bill Schudt, CBS Radio.*

A *girl and a hat provided atmosphere, but business was serious as Texas Triangle was host to New York agency-media executives. At one of the Stork Club luncheons (l to r): Beth Black, Cohen & Aleshire; Gordon McLendon, host; H. B. Neuwirth, John Blair & Co.; Frank Brady, Cohen & Aleshire; Charles Jordan, KFJZ Fort Worth, and for atmosphere, Millie Hughes.*

Three Stations Make Madison Ave. Pitches

Madison Avenue is lending its ears to broadcasting sales presentations, with three major sessions taking place in a little over a week. The McLendon stations and WNAX Yankton, S. D., were hosts last week; WJW-TV Cleveland will take over this week in New York after a Chicago presentation last Wednesday.

Some 500 top advertiser and agency executives and timebuyers were guests of the McLendon stations at a series of luncheons at New York's Stork Club last week for a sight-and-sound presentation on the "Texas Triangle" of radio stations—McLendon's KLIF Dallas, KILT Houston and KTSA San Antonio, allied with KFJZ Fort Worth.

In narration, music and slides the presentation pointed up growth and key characteristics of each of the markets, and noted that the four stations' coverage areas encompass "three out of four Texans and three out of four Texas dollars." On hand for the showings, held Monday through Friday, were President Gordon R. McLendon; vice presidents-general managers Charles Jordan of KFJZ, Bill Weaver of KILT, Al Lurie of KTSA and Richard Wilcox of the McLendon group's KEEL Shreveport, as well as Don Keyes, national program director for McLendon stations, and top officials of John Blair & Co., national sales representative. Similar presentations are planned for other key markets.

WNAX showed a color motion picture depicting the importance of its five-state market, with over 400 agency and advertiser executives as guests at Tuesday-Wednesday luncheons.

Donald D. Sullivan, general manager of WNAX and KVTV (TV) Sioux City, Iowa, was in charge of the presentations. Both stations have been acquired by Peoples Broadcasting Corp. from Cowles Broadcasting Co. for $3 million [AT DEADLINE, Dec. 2]. Flanking Mr. Sullivan were Nick Bolton, WNAX commercial manager; George B. German, farm reporter, and Wynn Hubler Speece, the WNAX "Neighbor Lady." WNAX is 35 years old and is represented nationally by The Katz Agency.

About 300 agency representatives are expected to attend a WJW-TV Cleveland presentation Tuesday at the Waldorf-Astoria, New York, according to Ben Wickham, managing director of the Storer outlet. A 20-minute film highlighting station facilities and services was previewed last Wednesday before 150 midwestern agency guests at the Sheraton Hotel, Chicago.

Mr. Wickham said WJW-TV is preparing a pocket brochure with program facts. The station's demonstration is built around a humorous film with a "low-sell" pitch. With Mr. Wickham in Chicago were W. E. McMurray, Storer national sales director, and these WJW-TV representatives: Peter Storer, general sales manager; William Kelley, national sales manager; John B. Garfield, local sales manager; Bud Mertens, promotion director, plus talent, photo and art personnel.

Hooper Omits Ratings on Three Using Local Phone Promotions

Two Omaha stations and one in San Antonio were omitted from C. E. Hooper Inc.'s October-November ratings reports for those cities because of alleged audience promotions which Hooper officials felt would inflate the three stations' shares of audience.

The stations are KOOO and KOWH Omaha and KITE San Antonio. KITE was out of the Hooper San Antonio report for a period of months some years ago, for similar reasons.

Hooper officials said that during the survey period these stations were conducting audience promotions of a type which made it impossible to determine whether the interviewees actually were listening to the station they named. As an example of this type of promotion they cited the device of offering prizes to listeners—during the survey period—for answering the telephone by reciting a station's call letters.

In line with Hooper policy of many years' standing, they said, the ratings of such stations are omitted because there is no way to tell whether a person answering the telephone in such fashion is actually listening to the station he names, or whether he only claims he is listening. On the other hand, they said, if a station conducts a promotion which in itself requires that people be listening in order to win—in contrast to only saying they are listening—then that station's ratings are not omitted from the report.

Officials made clear that they dislike survey-week promotions which may produce "atypical" results for any station, but pointed out that station operation is a management function with which the Hooper firm does not seek to interfere. Moreover, they said, if a promotion itself requires listening, then measurements during that period do reflect actual listening during that period, even though the listening may be at a higher level than usual. But when the promotion is such that it does not require listening, the officials continued, then it becomes impossible for surveyors to tell whether people are tuned to the station or are only saying so in hopes of winning a prize, thereby making the survey results for that station questionable.

In omitting the KOOO and KOWH results from the Omaha October-November report, Hooper carried a footnote saying that these stations "conducted a type of audience promotion during this survey which, in our opinion, would result in our showing inflated shares if they were reported here. They are therefore omitted."

A similar footnote was carried in lieu of the KITE ratings.

Philip Morris Names Cullman As President, Hatcher Sr. V. P.

Joseph F. Cullman 3rd, executive vice president of Philip Morris Inc., New York, last week was elected president and chief executive officer of the company, succeeding

MR. CULLMAN

MR. HATCHER

the late O. Parker McComas, who died two weeks ago [ADVERTISERS & AGENCIES, Dec. 2]. The company's board also elected Wirt H. Hatcher, vice president in charge of leaf, to the post of senior vice president.

Mr. Cullman joined Philip Morris as a vice president early in 1954 when Benson & Hedges was acquired. He had been executive vice president of B&H. He has been active in the tobacco industry since 1935 when he was graduated from Yale U. Mr. Hatcher has been with Philip Morris since 1919 in various executive capacities.

Weiss Integrates Departments For Better Marketing Service

Edward H. Weiss & Co., Chicago, has integrated marketing, research and media under Jack Bard as vice president of marketing services and has established a single research department with Dr. Gary Steiner as director, the agency announced Monday. The changes are designed to offer clients more complete marketing service.

Under Mr. Bard, who previously had been vice president-media, research for media, marketing, motivation and other consumer activities will be concentrated in the new 15-man department. The agency thus altered its reported original plan to place motivation research under a creative director as such and is bracketing it with other research groups under marketing [CLOSED CIRCUIT, July 15].

Motivation research service will continue to provide basic information to Weiss' creative staff, however, with Mary Jane Grunsfeld as MR supervisor. The new structure brings media research, formerly under the media department, into the broad research setup. Sam Silberman, previously head of marketing research, heads the new five-man marketing department, devoted to planning and client new product development. The media department, headed by Nathan Pinsof, will continue to provide media analysis. Marvin L. Mann remains as vice president and radio-tv director.

MR. Bard stated the new arrangement "provides a special department to help clients on their total marketing plans. Its function will include defining sales territories, analyzing sales and new market opportunities, establishing pricing policies and planning new products."

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

LOCAL BREEZE • Paramount Pictures Corp., N. Y., planning all-out local advertising-publicity campaigns for "Wild is the Wind," with radio spots, newspapers and bus cards being used. $35,000 has been budgeted for Dec. 12 Los Angeles opening alone. Agency: Buchanan & Co., N. Y.

IT'S TRUE • Sterling Drug Inc., N. Y., has signed to sponsor new nighttime version of NBC-TV's *Truth or Consequences* (Fri. 7:30-8 p.m.) beginning Friday. Daytime version of show will continue. Agency: Dancer-Fitzgerald-Sample, N. Y.

UNION NEWS • AFL-CIO has renewed sponsorship of two news shows, featuring Edward P. Morgan (Mon.-Fri. 7-7:15 p.m.) and John W. Vandercook (Mon.-Fri. 10-10:05 p.m.) on ABN. 52-week renewal was placed by Furman, Feiner & Co., N. Y.

DAILY WITH DALY • Chevrolet Div. of General Motors Corp., Detroit, has signed for new John Daly newscast on ABN starting today (Monday) in Mon.-Fri 6:30-6:40 p.m. period. Campbell-Ewald Co., Detroit, is agency. Contract is understood to be for 13 weeks.

JAZZ TIME • U. S. Time Corp. (Timex), N. Y., will sponsor NBC-TV's *The Timex All-Star Jazz Show* to be presented 10-11 p.m. Dec. 30. Show will headline Steve Allen as m.c., Louis Armstrong and his All Stars, Woody Herman and his Third Herd, Gene Krupa Trio, Jack Teagarden, Bobby Hackett, Cozy Cole, Carmen MacRae, Dave Brubeck and—in remote from Chicago, Duke Ellington and his orchestra. Agency: Peck Adv., N. Y.

TUESDAY NEWSDAY • Carter Products Inc. (toiletries), N. Y., has signed to sponsor NBC-TV's *NBC News* (Mon.-Fri., 6:45-7 p.m.), on alternate Tuesdays starting immediately, extending through March 25. Agency: Ted Bates & Co., N. Y.

TAKE FOUR • Whitehall Pharmacal Co. (Anacin), N. Y., has purchased saturation schedule of participations on four ABC-TV programs for remainder of December through Ted Bates & Co., N. Y. Programs are *Sugarfoot* (alt. Tues., 7:30-8:30 p.m.), *Navy Log* (Thurs. 10-10:30 p.m.), *Country Music Jubilee* (Sat. 8-9 p.m.) and *John Daly and the News* (Mon.-Fri. 7:15-7:30 p.m.).

DRAGNET '58 • General Foods Corp., White Plains, N. Y., was signed to sponsor NBC-TV's *Dragnet* on alternate weeks starting Jan. 9 for 26 weeks. Liggett & Myers, currently sponsoring the series, will continue as co-sponsor. Agencies are Benton & Bowles, N. Y., for GF and Dancer-Fitzgerald-Sample, N. Y., for Liggett & Myers.

CANADIAN CAPER • Chesebrough-Pond's Ltd. (Vaseline, shampoo, Pertussin cough syrup), Toronto, Ont., is sponsoring five minute personality programs five times weekly featuring Gordon Sinclair, Toronto newscaster, on stations in Vancouver, B. C.; Winnipeg, Man.; Montreal, Que., and Toronto, Ont. Agency is McCann-Erickson, Toronto.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 123,574,000 people in the U. S. over 12 years of age during the week Nov. 24-30. This is how they spent their time:

69.9%	(86,378,000) spent	2,021.1 million hours	WATCHING TELEVISION
55.2%	(68,213,000) spent	925.9 million hours	LISTENING TO RADIO
81.2%	(100,342,000) spent	398.1 million hours	READING NEWSPAPERS
29.8%	(36,825,000) spent	176.1 million hours	READING MAGAZINES
26.5%	(32,747,000) spent	401.2 million hours	WATCHING MOVIES ON TV
24.7%	(30,491,000) spent	126.5 million hours	ATTENDING MOVIES *

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Nov. 1, Sindlinger data shows: (1) 105,120,000 people over 12 years of age see tv (85.2% of the people in that age group); (2) 40,692,000 U. S. households with tv; (3) 44,725,000 tv sets in use in U. S.

He hits the gals between the eyes— and sales on the nose!

That's BOB FORSTER . . .

Baltimore's new midday star on W-I-T-H's "Melody Market."

When he's in one piece and driving on all decibels—which is every Monday through Friday from 10 to 3—Bob is a combination of legendary Casanova and living cash register. He charms the gals with his warmth of voice and his wealth of DJ musicianship. After that, what female can resist his pleasant, personal product "pitch"? Very few in Baltimore, we can tell you.

No Bobby-come-lately is our man Forster. His string of solid successes extends from Cleveland (where they still miss him) to Baltimore (where nobody would think of missing him). Backed by W-I-T-H's pinpoint, no-waste coverage and W-I-T-H's proven lowest cost per thousand, Bob Forster's "Melody Market" is your best midday buy in the ever-expanding Baltimore market.

P.S. If you have a product primarily for teenagers, we recommend Bob Forster's "Junior Jockeys" every Saturday from 10 to 3. The kids mob Bob, too.

Radio's best on

Tom Tinsley, Pres.
R. C. Embry, Vice Pres.

WITH
in Baltimore

National Representatives:

Select Station Representatives in New York, Philadelphia, Baltimore, Washington. **Simmons Associates** in Chicago area and Boston. **Clarke Brown Co.** in Dallas, Houston, Denver, Atlanta, Miami, New Orleans. **McGavren-Quinn** in Seattle, San Francisco, Los Angeles.

To embrace

Iowa's

Better Half . . .

(three of Iowa's six largest markets—Waterloo, Dubuque and Cedar Rapids—plus a Class "B" area of more than 300,000 tv households)

embrace

WMT-TV

Mail address: Cedar Rapids • CBS Television for Eastern Iowa • National Reps: The Katz Agency

TV NETWORK BUYS AND BUYERS

National toiletries advertisers in September overtook and passed food advertisers in placing more billing in network tv for the first nine months of 1957.

In September, according to a compilation based on Publishers Information Bureau data, the toiletries advertisers for the fourth straight month were tops in billings of any product group buying network television.

The trend of toiletries to higher billings in network tv was marked in BROADCASTING's continuing study of buying statistics a few months ago. Though for four straight months this product group was No. 1, its cumulative total in the year had not equalled that of foods products, for some time the No. 1 product category in network tv. Toiletries' margin ahead of foods for the nine months now comes to nearly $1 million.

Network tv's top 10 advertisers got off smartly in the 1957-58 season. In September, each advertiser in the list spent $1 million or more. The leader with more than $3.7 million was Procter & Gamble, just slightly ahead of P&G's total in September 1956.

Ford Motors is continuing its climb in the top 10. In September, the automaker moved up a notch, from No. 9 in August to No. 8. (It was not in the list a year ago.) Another automobile manufacturer, Chrysler Corp. retained its hold on the No. 2 ranking, compared to sixth place on the list a year ago. In September 1956, General Motors, now out of the top 10, was top auto spender in the medium.

Of interest in the toiletries category: Gillette, with more than $1.3 million for toiletries alone, has replaced Colgate-Palmolive, which led the product group with about $1.1 million in September 1956.

TOP TEN ON TV NETWORKS SEPTEMBER 1957

1.	PROCTER & GAMBLE	$3,745,742
2.	CHRYSLER	1,642,911
3.	COLGATE-PALMOLIVE	1,593,370
4.	LEVER BROS.	1,511,636
5.	AMERICAN HOME PRODS.	1,474,233
6.	GILLETTE	1,367,991
7.	GENERAL FOODS	1,284,191
8.	FORD	1,271,632
9.	R. J. REYNOLDS	1,220,869
10.	BRISTOL-MYERS	1,094,864

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING SEPTEMBER '57 AND JANUARY-SEPTEMBER 1957 AS COMPARED TO 1956

	Sept. '57	Jan.-Sept. '57	Sept. '56	Jan.-Sept. '56
AGRICULTURE & FARMING	$	$	$ 44,947	$ 494,292
APPAREL, FOOTWEAR & ACCESS.	294,546	2,533,939	511,661	2,485,714
AUTOMOTIVE, EQUIP. & ACCESS.	4,659,964	36,948,874	3,450,101	42,839,237
BEER, WINE & LIQUOR	608,347	5,983,349	721,221	5,438,357
BLDG. MATERIALS, EQUIP. & FIXTURES	136,532	3,281,252	290,619	2,466,401
CONFECTIONERY & SOFT DRINKS	380,333	4,510,439	569,299	6,554,273
CONSUMER SERVICES	352,673	3,344,573	301,455	1,833,535
DRUGS & REMEDIES	3,523,596	32,667,470	3,288,934	27,756,536
ENTERTAINMENT & AMUSEMENTS	7,572	111,427	35,019	71,982
FOOD & FOOD PRODUCTS	7,481,524	71,780,676	7,468,811	64,813,822
FREIGHT, INDUS. & AGRIC. DEVEL.		10,304		
GASOLINE, LUBRICANTS & OTHER FUELS	193,324	1,741,680	250,878	3,038,034
HORTICULTURE		102,223		211,185
HOUSEHOLD EQUIPMENT & SUPPLIES	1,718,714	14,343,007	2,315,127	25,968,271
HOUSEHOLD FURNISHINGS	162,984	2,122,035	250,909	2,301,705
INDUSTRIAL MATERIALS	1,089,157	9,230,717	1,078,550	7,586,289
INSURANCE	614,676	4,852,464	467,098	3,319,774
JEWELRY, OPTICAL GOODS & CAMERAS	306,811	4,590,870	538,745	4,250,137
OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES	218,172	2,206,901	304,667	3,063,827
POLITICAL			428,050	436,485
PUBLISHING & MEDIA	105,270	1,691,636	230,864	1,255,170
RADIOS, TV SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESS.	343,190	2,383,495	747,267	9,314,493
SMOKING MATERIALS	4,064,892	34,514,564	3,517,161	30,188,487
SOAP, CLEANSERS & POLISHES	5,938,750	51,120,193	5,248,891	44,879,730
SPORTING GOODS & TOYS	65,137	528,735	48,203	441,501
TOILETRIES & TOILET GOODS	8,145,830	72,743,898	6,732,340	60,418,834
TRAVEL & RESORTS	107,570	1,234,791	45,558	429,108
MISCELLANEOUS	290,517	4,497,095	221,034	2,104,645
TOTALS	40,810,081	369,076,607	39,107,409	353,961,824

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING SEPTEMBER 1957

CHEMSTRAND	$ 112,656
CHRYSLER	1,642,911
SCHLITZ	249,696
SHERWIN WILLIAMS	70,940
SWEETS CO. OF AMERICA	122,548
AT&T	226,331
AMERICAN HOME PRODS.	1,378,762
HOWARD JOHNSON	7,572
GENERAL FOODS	1,284,191
TEXAS CO.	115,545
WESTINGHOUSE	480,000
ARMSTRONG CORK	110,814
U. S. STEEL	204,715
PRUDENTIAL	337,425
EASTMAN KODAK	177,849
MINN. MINING & MFG.	94,638
TIME INC.	105,270
ZENITH	138,151
R. J. REYNOLDS	1,220,869
PROCTER & GAMBLE	3,394,670
AMER. MACHINE & FDRY.	32,745
GILLETTE	1,348,425
GREYHOUND	107,570
QUAKER OATS	130,744

TV: MEDIUM TOO GOOD NOT TO USE

Jack O'Mara, director of merchandising and promotion for KTTV (TV) Los Angeles, told an audience at the San Francisco Ad Club last Wednesday that businessmen—regardless of their budget size—are missing a bet if they aren't using television. The figures and the illustrations he used in themselves may not be startling. Yet the way he assembled those facts and figures made his argument both impressive and persuasive. This is a condensed text.

Here is a medium of communications and advertising which is not quite 10 years old and which today is being watched in 40 million homes in this country—about 80% of all the homes.

It's being watched in the average home almost six hours a day—three-eighths of all the waking moments of the family. The very components which are above the average are the components that should be of most interests:

Households where the head of the house has gone through high school average 6 hours and 33 minutes a day of viewing. In homes where the head of the house makes $10,000 or more a year, average television viewing is 7 hours and 21 minutes a day. And in homes of five or more people, viewing runs a staggering 8 hours and 19 minutes per day. The most desirable customers for any product you make, sell or write copy for—the people who can understand your message the best, who have the most money to buy and who eat up and use up everything quicker—these are the people who are far above the average in the amount of time they spend watching television.

My contention is that any activity which occupies the American people six and seven hours a day cannot be by-passed by advertisers interested in selling the American people. If I were to discover that all the people of Los Angeles were spending six and seven hours a day sawing wood, you can be darned sure I'd be working to get my KTTV message printed on every board foot that ever came out of the lumber yards.

Yet, many advertisers and advertising agencies exist today who have literally never tried television, and many more who have given it only the most cursory trial. I hear such reasons as "We haven't been able to figure out how to translate our selling appeal to tv" and "My sales volume isn't great enough to warrant a television-sized budget."

Not being able to translate a selling appeal to tv is all the more reason for continuing to try. It can't be such an impossible job; so many others have been successful at it. And for the fellow with the small budget, I can recall a KTTV advertiser whose entire initial budget, as well as the total assets of the company at the time, amounted to $200. That amount was invested in participating announcements with a direct mail-or-phone-your-order appeal. The product was a cosmetic called Pink Ice—and within three years the girl who had only $200 when she first walked in our door sold her company for $1 million.

Or take the case of a carpet store in Huntington Park, a suburb of Los Angeles. This dealer, a man named Al Terrence, had only one location, sold only one product, carpets. He must have had some tall reservations as to whether his sales volume—or his single-store location, or his infrequently-purchased product—justified a television budget. But somehow he put together enough money to buy a half-hour nighttime program regularly on KTTV. In three years time, he remained in the one location, he continued to sell only carpets and he con-

3 More Baltimore Stations Join Advertising Tax Fight

WITH-AM-TV and WFBR, both Baltimore, last week joined the growing ranks of local media which are putting the city's new advertising taxes to a court test.

WFBR's bill of complaint, signed by Vice President-General Manager Robert B. Jones, was filed in the Baltimore Circuit Court Tuesday. The WITH-AM-TV action, signed by Vice President R. C. (Jake) Embry was filed Wednesday.

The latest suits followed the pattern of the others seeking to stop the 4% tax on gross advertising receipts and 2% levy on gross of local advertising media. In addition to seeking a decree declaring the ordinances unconstitutional, invalid and null and void, the suits petitioned for an injunction to stay the new taxes.

Already filed with the court are suits by the Sunpapers with its WMAR-TV; the *News-Post* and *Sunday American* (Hearst) and its WBAL-AM-TV; WJZ-TV and WCAO, all Baltimore [BROADCASTING, Dec. 2, Nov. 25].

Copy Screening Plan Set in D. C.

Radio and tv stations of Washington, D. C., along with newspapers, have agreed to submit all doubtful advertising copy to a review committee of the Washington Better Business Bureau. Announcement of the project, called Consumers Protection Plan, was made at the Tuesday luncheon meeting of the Washington Ad Club by Dewey Zirkin, BBB president. Oscar Dodek, chairman of the BBB's merchandising and advertising committee, said the main problem facing media and advertisers is "phoney pricing." He urged "a little more conscience by advertisers and sellers."

FISHER'S SIREN SONG

Commercials for Fisher's Blend flour and Zoom cereal are hitting listeners in the northwest and north central states where they live. The Seattle office of Pacific National Advertising, agency for the Fisher products, has written original "state song", jingles for use on 31 stations in Alaska, Washington, Oregon, Minnesota and the Dakotas, a la:

"How do-ya-do—the best to you!
In Ketchikan to Harbor Dutch
we love Alaska, love it much.
Alakanuk and Aleknagik, Kuskokwim and Kotzebue . . ."
etc., to the refrain:
"Fisher's Blend Flour, no matter
where it's found,
Fisher's Blend Flour is the freshest flour in town . . ."

Listeners, evidently pleased by the individual attention, not only are buying the products but are writing to get the words of their "state songs" as well. One of them, who is music librarian of the Seattle Public Library, asked to include the works in the library's documentary collection.

Hotpoint Integrates Promotion; DiAngelo Heads New Department

The integration of advertising, sales promotion and other operations under one department headed by Lee J. DiAngelo as advertising and merchandising manager was announced for Hotpoint Co. last week by John F. McDaniel, general manager of sales and distribution for radio-tv receivers and appliances.

Mr. DiAngelo also will be responsible for merchandising production, product publicity and home economics, consolidating all merchandising functions for all Hotpoint product departments. The new department includes Alfred M. Utt, advertising manager; Joseph F. Adamik, sales promotion manager; William C. Bartels, merchandising-production manager; Philip L. Crittenden, product publicity manager, and Francis M. Michael, manager of Hotpoint Institute. Mr. DiAngelo formerly was marketing manager for Hotpoint's Customline department.

Five Buy Over $185,000 In Time From CBS Radio

CBS Radio contracted for over $850,000 worth of new business and renewals during Thanksgiving week, according to John Karol, vice president in charge of network sales.

New orders placed were: Chevrolet Motors Div. of General Motors purchased three five-minute news segments per week for 17 weeks, effective immediately, through Campbell-Ewald, Detroit. Grove Labs, through Cohen & Aleshire, ordered an additional 139 "Impact" segments; American

tinued to sponsor the half-hour nighttime program. The only things that changed in the picture, really, were that his sales volume increased 15 times and he personally and literally became a millionaire.

People like the Al Terrences, the Pink Ice girl and of course the Procter & Gambles, the Kelloggs, the Gillettes and so on have understood and met the challenge of television. Its challenge today, for those who have stayed out of it, becomes a more intense and vital challenge by the minute. I believe that the challenge to get into television, to learn to buy it and to create for it, is rapidly assuming the proportions of a life-and-death decision for agencies and advertisers for this reason:

The television generation is coming of age. The 2,600,000 babies born in 1940 are entering the marriage arena between now and 1960—and every year after that it will be another three or three and a half million kids going through the same process of marrying, establishing homes, having children, buying clothes, refrigerators, carpets from our friend Al Terrence, all the goods and services that keep factories open and earnings reports pleasant.

Even the first wave of these kids—those born in 1940—have known television as an intimate and constant companion ever since they were 10 or 11 years old. Ask any of them and you'll find they don't even comprehend or understand a world without television. The habit of watching television, the acceptance of tv as the prime family activity outside of eating and sleeping, is already ingrained in these coming adults who mean so much to the success or failure of advertisers and agencies.

Whether you're big or small, whether you are an agency or an advertiser, this upcoming day when they'll have to sell the hot rod and buy a crib won't let you put off much longer the decision to get into television.

Isn't it time that advertisers who have ignored tv take a look at the earnings reports of those who didn't? General Foods, for example, put 31% of its major media budget into tv in 1952. It has steadily raised this figure to 64% in 1956. And its net earnings have followed a joyously parallel line—$20.4 million in 1952, $39.0 million in 1956. Standard Brands, on the other hand, put just 13% of its budget into tv in 1952 and made very modest additions, finally plunging with 39% in 1956. Too little and pretty late. Its net earnings rise was correspondingly modest—from $9.4 million in 1952 to $12 million in 1956. Schenley Industries, which perforce is not a television advertiser, has dropped in net earnings nearly 50% since 1952—from $12.1 million to $8.4 million. Sterling Drug, which raised its tv budget to 71% of its total major-media budget, raised its net earnings from $10.4 million to $16.9 million between 1952 and 1956.

There are scores of earnings reports that bear a distinct and amazing correlation to television expenditures — evidence that would make a lot of stockholder meetings much more interesting than they are.

And isn't it time to realize that your own employes and their families are spending nearly as much time each day watching tv as they are working for you? Isn't it time to recognize that your dealers and their families are similarly engaged—and that dealers are stating that one out of every two customers coming into a store for a specific product are mentioning tv as the reason they come in?

Tv is a communication facility and an advertising medium of indescribable force and power. Its challenge is simple: pick up this selling machine and use it. Create advertising copy that utilizes its advantages; put that copy on at the right time and the right place. This is a process that requires no superhuman intuition; many very ordinary people have become very rich doing it. If you do it, you'll have met television's challenge. You'll also have insured, not only the survival, but the rosy future of your company in the wonderful marketing era just ahead, the most significant age in American economic history, the age that belongs to the television generation.

Home Foods Div. of American Home Products, through Young & Rubicam, bought a special holiday campaign of 29 "Impact" segments to run for two weeks beginning Dec. 21. In addition, American Home Foods renewed its quarter-hour sponsorship of *Arthur Godfrey Time* for 13 weeks beginning Jan. 9.

Other renewals were by Milner Products, through Gordon Best Inc., for "Impact" segments for 13 weeks starting Jan. 4, and R. J. Reynolds Tobacco for sponsorship of *Sports Time* (Tues., Thurs., and Sat., 7-7:05 p.m. EST) for 52 weeks beginning Dec. 31. Agency for Reynolds is Wm. Esty Co.

Renfro Defines Media's Role In Address at U. of Missouri

Media's function is "not to decide what an advertiser should say or how he should say it to stimulate interest and sales of a product, but rather where or when to say it," Harry K. Renfro, director of radio-tv media, D'Arcy Adv. Co., told U. of Missouri journalism-advertising students last Monday.

Mr. Renfro traced the development of broadcast media planning and the nature of media strategy. Cost-per-thousand often serves as a gauge of the distance the agency will get out of the client's advertising dollar rather than as a criterion in evaluating the effectiveness of a radio or tv station, he asserted.

The agency currently is conducting a D'Arcy college students' lecture series, in which Mr. Renfro's appearance was the tenth.

Retail Advertising Conference Planned for Chicago Jan. 18-19

Effective store promotions and management views of advertising and sales promotion will be among the topics explored at the sixth annual Retail Advertising Conference in Chicago Jan. 18-19. Radio, tv, print, advertising agency, department store and manufacturer-distributor representatives are expected to attend the weekend sessions at the Palmer House under the auspices of two retail specialists, Budd Gore and Ralph Heineman.

Delegates are charged attendance fees on a staggered basis related to city population, with charges somewhat less for fm stations and neighborhood newspapers than am-tv outlets, larger newspapers and agencies. Registration cards may be obtained by writing Retail Advertising Conference, 32 W. Randolph St., Chicago 1, Ill.

AGENCY APPOINTMENTS

Bishop-Conklin (division of Devoe & Raynolds Co., Louisville, Ky., and manufacturer of Treasure Tones paints) appoints Dreyfus Co., L. A.

Melitio Co. (Golden-Dipt ready mix), St. Louis, appoints Frank Block Assoc. there.

Sioux Honey Assn., Sioux City, Iowa, appoints Allen & Reynolds, Omaha, Neb.

Monroe Boston Strause (Holly-Ann, Te-pe and Lo-Lo Calorie pies), appoints Hoefer, Dieterich & Brown Inc., S. F., to introduce new line.

Hansen Baking Co. (Sunbeam products), Seattle, appoints Frederick E. Baker & Assoc. there for northwest Washington.

Capehart Corp., N. Y., appoints Fuller & Smith & Ross.

Chemical Corp. of America, Tallahassee, Fla., appoints Lennen & Newell, N. Y., to service its Freewax product. Day, Harris, Hargrett & Weinstein, Atlanta, will continue to work on CCA's new product line.

Hampden-Harvard Breweries Inc., Williamsett, Mass., appoints Daniel F. Sullivan Inc., Boston.

Caruso Foods Inc., (spaghettis, macaronis, dehydrated soups) N. Y., appoints Keyes, Madden & Jones.

Cracker Jack Co. (popcorn, marshmallow products), Chicago, appoints Leo Burnett.

Ceribelli & Co., Fair Lawn, N. J., for Brioschi, anti-acid preparation, appoints Ellington & Co., N. Y.

McGregor-Doniger Inc. (sportswear), N. Y., appoints McCann-Erickson.

A&A SHORTS

Grubb & Peterson Adv., Champaign, Ill., in cooperation with U. of Illinois College of Journalism & Communications, has selected its first student for one year training in all phases of agency operation. During training period, student receives stipend from Grubb & Peterson, which plans to afford similar training to one or more students annually.

John T. Hall & Co., Philadelphia, reports expansion of office space at 1512 Walnut St., will nearly double its present quarters.

LATEST RATINGS

PULSE

TOP NETWORK SHOWS

Tv Report for October

Once-A-Week

Rank		Rating Oct.	Sept.
1.	*Perry Como*	38.4	
2.	*Gunsmoke*	32.8	28.4
3.	*Playhouse 90*	31.1	26.9
4.	*$64,000 Question*	30.3	23.7
5.	*What's My Line?*	29.4	21.3
6.	*Groucho Marx*	29.0	21.3
7.	*Lineup*	28.1	
8.	*Climax*	27.0	26.7
9.	*Twenty-One*	25.6	23.7
10.	*Red Skelton*	25.3	
11.	*Burns & Allen*	25.2	20.4
12.	*Danny Thomas Show*	25.1	
13.	*I've Got A Secret*	25.1	22.2
14.	*Playhouse of Stars*	24.8	
15.	*Studio One*	24.8	25.1
16.	*Person To Person*	24.5	
17.	*December Bride*	24.1	
18.	*Godfrey's Talent Scouts*	24.1	20.9
19.	*Mr. Adams & Eve*	23.8	
20.	*This Is Your Life*	23.7	

Special Attractions

Edsel Show	47.0	
Standard Oil Show	37.7	
Pinocchio	30.0	

Multi-Weekly

Rank		Rating Oct.	Sept.
1.	*Mickey Mouse Club*	13.8	11.6
2.	*Queen For A Day*	9.9	9.6
3.	*CBS News*—Edwards	9.8	8.9
4.	*Guiding Light*	9.3	8.4
5.	*Art Linkletter*	9.1	8.2
6.	*Search For Tomorrow*	9.1	8.3
7.	*Captain Kangaroo*	8.3	7.7
8.	*Love of Life*	8.2	7.5
9.	*Arthur Godfrey*	7.8	7.6
10.	*Big Payoff*	7.8	

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VIDEODEX

TOP 10 NETWORK PROGRAMS

Tv Report for Nov. 1-7

Rank		% Homes
1.	*Gunsmoke*	30.4
2.	*Lucille Ball-Desi Arnaz*	29.5
3.	*Perry Como*	29.2
4.	*Dragnet*	28.0
5.	*Dinah Shore*	27.6
6.	*Climax*	27.2
7.	*Jerry Lewis*	27.1
8.	*Playhouse 90*	26.5
9.	*Wednesday Night Fights*	25.5
10.	*Playhouse of Stars*	25.2

Rank		No. Homes (000)
1.	*Gunsmoke*	10,809
2.	*Lucille Ball-Desi Arnaz*	10,549
3.	*Perry Como*	10,137
4.	*Dragnet*	10,023
5.	*Climax*	9,777
6.	*Dinah Shore*	9,704
7.	*Jerry Lewis*	9,163
8.	*Playhouse 90*	9,077
9.	*$64,000 Question*	9,009
10.	*Playhouse of Stars*	8,703

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Lucille Ball-Desi Arnaz Show (CBS-no figures available): Ford (JWT), Tues. 9-10 p.m. once-a-month.

Big Payoff (CBS-132): Colgate-Palmolive (Bryan Houston), Mon.-Fri. 3-3:30 p.m.

Burns & Allen (CBS-114): Carnation Co. (Erwin, Wasey, Ruthrauff & Ryan), B. F. Goodrich (BBDO), Mon. 8-8:30 p.m.

Captain Kangaroo (CBS-various): Participating sponsors, Mon.-Fri. 8-9 a.m.

Climax (CBS-162): Chrysler (M-E), Thurs. 8:30-9:30 p.m.

CBS News (CBS-154): participating sponsors, Mon.-Fri. 7:30-7:45 p.m.

Perry Como Show (NBC-163): participating sponsors, Sat. 8-9 p.m.

December Bride (CBS-178): General Foods (B&B), Mon. 9:30-10 p.m.

Dragnet (NBC-167): Schick (B&B), Liggett & Myers (D-F-S) alternating, Thurs. 8:30-9 p.m.

Edsel Show (CBS-no figures available): Edsel (F,C&B), Sun. Oct. 13 8-9 p.m.

Arthur Godfrey (CBS-121): participating sponsors, Mon.-Thurs. 10-11:30 a.m.

Godfrey's Scouts (CBS-165): Lipton (Y&R), Toni (North), Mon. 8:30-9 p.m.

Guiding Light (CBS-118): Procter & Gamble (Compton), Mon.-Fri. 12:45-1 p.m.

Gunsmoke (CBS-162): Liggett & Myers (D-F-S), Remington Rand (Y&R), alternating, Sat. 10-10:30 p.m.

I've Got A Secret (CBS-198): R. J. Reynolds Tobacco (Esty), Wed. 9:30-10 p.m.

Jerry Lewis Show (NBC-165): Oldsmobile (Brother), Tues. Nov. 5, 9-10 p.m.

Lineup (CBS-162): Brown & Williamson Tobacco Corp. (Bates), Procter & Gamble (Y&R) alternating, Fri. 10-10:30 p.m.

Art Linkletter (CBS-114): participating sponsors, Mon.-Fri. 2:30-3 p.m.

Love of Life (CBS-160): American Home Products (Bates), Mon.-Fri. 12:15-12:30 p.m.

Mickey Mouse Club (ABC-94): participating sponsors, Mon.-Fri. 5-6 p.m.

Mr. Adams & Eve (CBS-138): R. J. Reynolds Tobacco (Esty), Colgate-Palmolive (L&N), Fri. 9-9:30 p.m.

Person to Person (CBS-179): Amoco Gas (Katz), Hamm Brewing (Campbell-Mithun), Time Inc. (Y&R), Fri. 10:30-11 p.m.

Pinocchio (NBC-182): Rexall (BBDO), Sun. Oct. 13, 6:30-7:30 p.m.

Playhouse 90 (CBS-134): participating sponsors, Thurs. 9:30-10 p.m.

Playhouse of Stars (CBS-144): Schlitz (JWT), Fri. 9:30-10 p.m.

Queen for a Day (NBC-152): participating sponsors, Mon.-Fri. 4:30-5 p.m.

Search for Tomorrow (CBS-129): Procter & Gamble (Burnett), Mon.-Fri. 12:30-12:45 p.m.

Dinah Shore Chevy Show (NBC-160): Chevrolet (C-E), Sun. 9-10 p.m.

$64,000 Question (CBS-180): Revlon (BBDO), Tues. 10-10:30 p.m.

Red Skelton (CBS-190): Pet Milk (Gardner), S. C. Johnson & Son (F,C&B) alternating, Tues. 9:30-10 p.m.

Standard Oil 75th Anniversary Program (NBC-162): Standard Oil of New Jersey (M-E), Sun. Oct. 13, 9-10:30 p.m.

Studio One (CBS-99): Westinghouse Electric Corp. (M-E), Mon. 10-11 p.m.

This Is Your Life (NBC-138): Procter & Gamble (B&B), Wed. 10-10:30 p.m.

Danny Thomas Show (CBS-158): General Foods (B&B), Mon. 9-9:30 p.m.

Twenty-One (NBC-444): Pharmaceuticals Inc. (Kletter), Mon. 9-9:30 p.m.

Wednesday Night Fights (ABC-132): Miles Labs (Wade), Mennen Co. (M-E), Wed. 10 p.m.-conclusion.

What's My Line (CBS-157): Helene Curtis (M-E), Remington Rand (Y&R), Sun. 10:30-11 p.m.

You Bet Your Life (NBC-177): DeSoto (BBDO), Toni (North) alternating, Thurs. 8-8:30 p.m.

NETWORKS

Circuit Demand Is Key To NBC-TV DST Plan

NBC-TV eastern-time affiliates were assured last week that AT&T would provide the facilities they need to capitalize on NBC's videotape-repeat plan for the daylight-saving-time months next year [CLOSED CIRCUIT, Dec. 2; STATIONS, Nov. 25]. But from AT&T came signs that some stations in some other areas might not be so fortunate.

An NBC affiliates subcommittee, which had been negotiating with AT&T for additional circuits to permit them to take advantage of NBC's taped repeat plan, reported after meeting Wednesday that telephone company officials said they would employ "new microwave techniques" to provide the necessary service. The stations facing disruption of uniform repeat service, if facilities are not available, included a number of affiliates who remain on Eastern Standard Time during the DST periods, including those in Cincinnati, Detroit, Dayton, Columbus, and Huntington and Charleston, W. Va.

Lawrence H. (Bud) Rogers II of WSAZ-TV Huntington, chairman of the committee, reported after the session that television viewers throughout the U. S. will be able to count on getting their programs at the same time year-round, despite the annual DST complication. But AT&T officials were more cautious. On this point they said only that they couldn't tell yet what the demand for facilities would be, but that they were trying to anticipate possible trouble areas and were "shaping plans to overcome these problems as early as practicable." They also noted that plans have been made to add 15,000 miles of channels to AT&T tv facilities and that some of these will be ready during the 1958 DST period.

They did point out that the use of repeat feeds of videotaped programs—a device which all three networks plan to use during next year's DST months—will require duplicate facilities in some areas. James E. Dingman, director of operations, AT&T Long Lines Dept., stated:

"The proposal [videotaped repeats to standard-time stations] means . . . that the networks must transmit two programs at the same time—one 'live' and one recorded—and in some sections of the country to the same general area. This makes it necessary for the telephone company to furnish duplicate facilities along backbone routes in some parts of the country.

"No one can say now, positively, just what the situation will be next summer with respect to availability of channels as the networks and other customers have until Jan. 27, 1958, to give us their firm requirements. Once we're sure of the needs of *all* our customers and process and analyze them, we'll know where we stand."

In addition to plans to add 15,000 miles to current video facilities, he said, "we have been making an intensive study of our facilities to determine: (1) what the capacity of our facilities would be under the maxi-

"BETTER SEND A COUPLA DOZEN ORCHIDS, TOO!"

TAKE it from us—our Red River Valley hayseeds could show lots of you city slickers a thing or two about fancy livin'!

That's because their take-home pay is downright staggering. Lots of it goes for plain old necessities, but there's always plenty left over for loads of "luxuries", too. For big things like Volkswagens! Little things like vitamins! Medium-sized things like vacations!

To sell the Red River Valley's "Rural Rich", use WDAY-TV—the fabulous Fargo station that completely dominates the area. Let your PGW Colonel give you the whole WDAY-TV story*.

**Including facts-and-figures, if you want 'em!*

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives

ANNIE C
AMERICA
FRONTIE
60
WITNESS

Annie is, of course, Mary Martin whose memorable performance in "Annie Get Your Gun" with co-star John Raitt drew 60 million viewers to NBC Television. This was the largest audience for any program this season.

ONQUERS A WITH A R RIFLE! MILLION S EVENT

Television classics like "Annie," "Green Pastures," "Pinocchio," and the "General Motors 50th Anniversary Show" provide dramatic evidence that NBC is making this the finest season in television history. If further evidence were needed, it came last week from the Thomas Alva Edison Foundation whose 62 cooperating national organizations voted, for the first time, *all* the coveted annual Edison network awards to programs on the television and radio networks of the

NATIONAL BROADCASTING COMPANY

mum requirements that can be visualized; (2) what can be done about unexpected shortages that may develop.

"In other words, we have been trying to dig out the facility problems in those areas where we anticipate a request for a doubling of channels. And we are shaping plans to overcome these problems as early as practicable."

He noted that the telephone company has "a highly efficient and flexible network" composed of 77,000 miles of channels and built at a cost of more than $250 million, and pointed out that this network meets the daily requirements of the three tv networks and a number of other customers "when the nation is on standard time."

In announcing successful completion of the committee's negotiations with AT&T, Chairman Rogers noted that one problem remains—that of finding adequate circuits to provide full-quality color transmission to certain Florida stations. But he said the committee and AT&T were hopeful that this problem could be solved through allocations.

Members of the committee at last Wednesday's meeting, held with AT&T Vice President H. I. Romnes, were Chairman Rogers, John T. Murphy, Crosley stations, and Edwin K. Wheeler, WWJ-TV Detroit. Absent were Harold Essex, WSJS-TV Winston-Salem, N. C., and Niles Trammell, WCKT (TV) Miami.

Four First-time Advertisers, Four Renewals Sign With ABN

Four new advertisers plus four renewals were announced last week by Thomas C. Harrison, vice president in charge of sales, American Broadcasting Network. Billings involved exceed $500,000, he said.

Buitoni Foods Corp. (spaghetti), through Albert Frank-Guenther Law, signed for a weekly segment of Don McNeill's *Breakfast Club* starting Jan. 3. Kitchen Art Foods (Py-O-My mixes) through Wright, Campbell & Suitt has bought three segments weekly of the McNeill show starting Jan. 15 and Magla Products (ironing board covers) has signed for a weekly segment starting Feb. 20 through Edward Lieb Adv. Sterling Drug Inc. (Fizrin) through Compton Adv. has signed for ABN's *Late News* Mon.-Fri. 7:55-8 p.m. plus five segments weekly of *Herb Oscar Anderson Show*. The contract was effective Nov. 25.

Renewals for various segments of *Breakfast Club* were placed by Bristol-Myers (Bufferin) through Young & Rubicam; Campana Sales Co. (Italian Balm) through Erwin Wasey, Ruthrauff & Ryan; Food Specialties Inc. (Appian Way pizza pie) through Charles F. Hutchinson Inc. and Sleep-Eze Co. through Mottl & Siteman Adv. R. J. Reynolds Tobacco Co. (Camels) renewed co-sponsorship of 18 weekend news programs and weekday late news through William Esty Co.

NBC Correspondents to Lecture

Seven NBC foreign correspondents who will come home to take part in *Projection '58*, hour-long program over NBC-TV and NBC Radio Dec. 29, also will make an extensive lecture tour while in the U. S. They are Frank Bourgholtzer (Vienna), Leif Eid (Paris), Joseph C. Harsch (London), Welles Hangen (Cairo), Irving R. Levine (Moscow), Edwin Newman (Rome) and James Robinson (Tokyo). The network also has scheduled a series of five 15-minute interview programs called *NBC News Hot Seat* (NBC-TV, Dec. 30-Jan. 3, 2:15-2:30 p.m.), on which correspondents—one each day—will be interviewed by other NBC newsmen.

Don Lee-MBS Affiliation Set As Officers Sign Pact in L. A.

An agreement was signed last Thursday between Mutual and the Don Lee Regional Network under which west coast Don Lee stations will become direct affiliates of MBS, and Mutual will assume line charges of Don Lee amounting to approximately $250,000 a year [LEAD STORY, Dec. 2]. The agreement becomes effective Feb. 1.

The contract with Don Lee further stipulates that it will continue to operate as a regional network but will limit its programming to 90 minutes a day. The remainder of the 16-hour broadcast schedule will be provided by Mutual, in contrast to the present arrangement under which the schedule is divided between MBS and Don Lee, varying with individual stations. The Don Lee Network consists of 51 stations in Arizona, California, Idaho, Nevada, Oregon, Washington, Hawaii, Alaska and Vancouver, B. C.

The agreement was signed in Los Angeles by Armand Hammer, MBS board chairman, and Willet H. Brown, Don Lee president. Paul Roberts, MBS president, said that new direct affiliation contracts for the Don Lee stations are being prepared and will be sent to them for signature shortly.

Mr. Roberts also announced that Norman J. Ostby has joined MBS as general manager of its west coast division. Mr. Ostby formerly was vice president in charge of station relations for Don Lee. Previously, he had been in various sales and station relations posts for NBC and ABC (now ABN). His first assignment will be realignment of Don Lee stations under the Mutual banner.

NBC-TV Shifts Sunday Schedule

With the new nighttime version of NBC-TV's *Truth or Consequences* starting in the Friday 7:30-8 p.m. time slot this week, the network has announced the following changes in its programming: *Saber of London*, currently in the time period scheduled for *T or C*, moves to Sunday 5:30-6 p.m. effective Dec. 22; *Outlook* moves from that half hour to 6-6:30 p.m., also effective Dec. 22, and beginning Jan. 5 *My Friend Flicka* moves from 6:30-7 p.m. to 7-7:30 p.m. Sunday, replacing Ted Mack's *Original Amateur Hour*, which has been dropped by the network.

Sterling Drug Co., N. Y., will sponsor the evening *Truth or Consequences* and continue to sponsor *Saber of London* in its new time period. Agency for Sterling is Dancer-Fitzgerald-Sample, New York.

Minor Leagues Go to Congress With Protest of CBS-TV Plan

Tentative plans of CBS-TV to telecast a major league game each Sunday during the baseball season have stirred minor league protests, winding up in Congress as two Representatives were asked to take action against the proposal.

The minors were seething last week at the annual meeting of organized baseball clubs in Colorado Springs, Colo. By Thursday, they felt they were getting the silent treatment from the majors and sent a telegram of protest to Rep. Emanuel Celler, chairman of the House Judiciary Committee. They talked by telephone with Rep. Kenneth Keating (R-N. Y.), who said he was in complete sympathy with their plight and promised to seek a reopening of the antitrust baseball probe held last summer.

According to the minors, telecasting of major league baseball into their territory will cut attendance on Sunday, one of their most profitable days. The major leagues have telecast a Saturday *Game of the Week* in minor league territory for several years.

Ford Frick, baseball commissioner, was quoted last week by the Associated Press as strongly opposed to the Sunday telecasts. He endorsed a threat by Frank Shaughnessy, International League president, to take the matter to the courts. The league approved hiring of counsel and the stand was endorsed by Charles Hurth, president of the Southern Assn., and Dick Butler, president of the Texas League. Mr. Butler added, however, that it would be necessary to specify Saturday as well as Sunday telecasts in litigation.

C. Leo De Orsey, a director of the Washintgon Senators, suggested the telecasts might justify preventive legislation.

NBC-TV Buys Frontier Series

MGM-TV's new *Northwest Passage*, color series based on Kenneth Roberts' best-selling novel of the American frontier, has been bought by NBC-TV for presentation next season, the network and MGM-TV announced last week. To be produced by Adrian Samish at the MGM studios, it will star Keith Larsen and feature Buddy Ebsen and Don Burnett. Whether the series will be presented in half-hour or hour-long programs apparently has not been set. Negotiations were conducted by Charles C. (Bud) Barry, vice president in charge of MGM-TV, and, for NBC by Robert E. Kintner, executive vice president in charge of tv network programs and sales, and Robert Lewine, vice president in charge of tv network programs.

NETWORK SHORT

Keystone Broadcasting System announces fourteen stations have signed as affiliates bringing network's total to 1,015. Stations: KYOU Greeley, Col.; KLGA Algona, Iowa; WNGO Mayfield, Ky.; WBSE Hillsdale, Ky.; WJMB Brookhaven, Miss.; KRES St. Joseph, Mo.; WKDX Hamlet, N. C.; KRNS Burns, Ore.; WEAG Alcoa, WDNT Dayton and WCLC Jamestown, all Tenn.; KACT Andrews, Texas; WESR Tasley, Va., and KBBS Buffalo, Wyo.

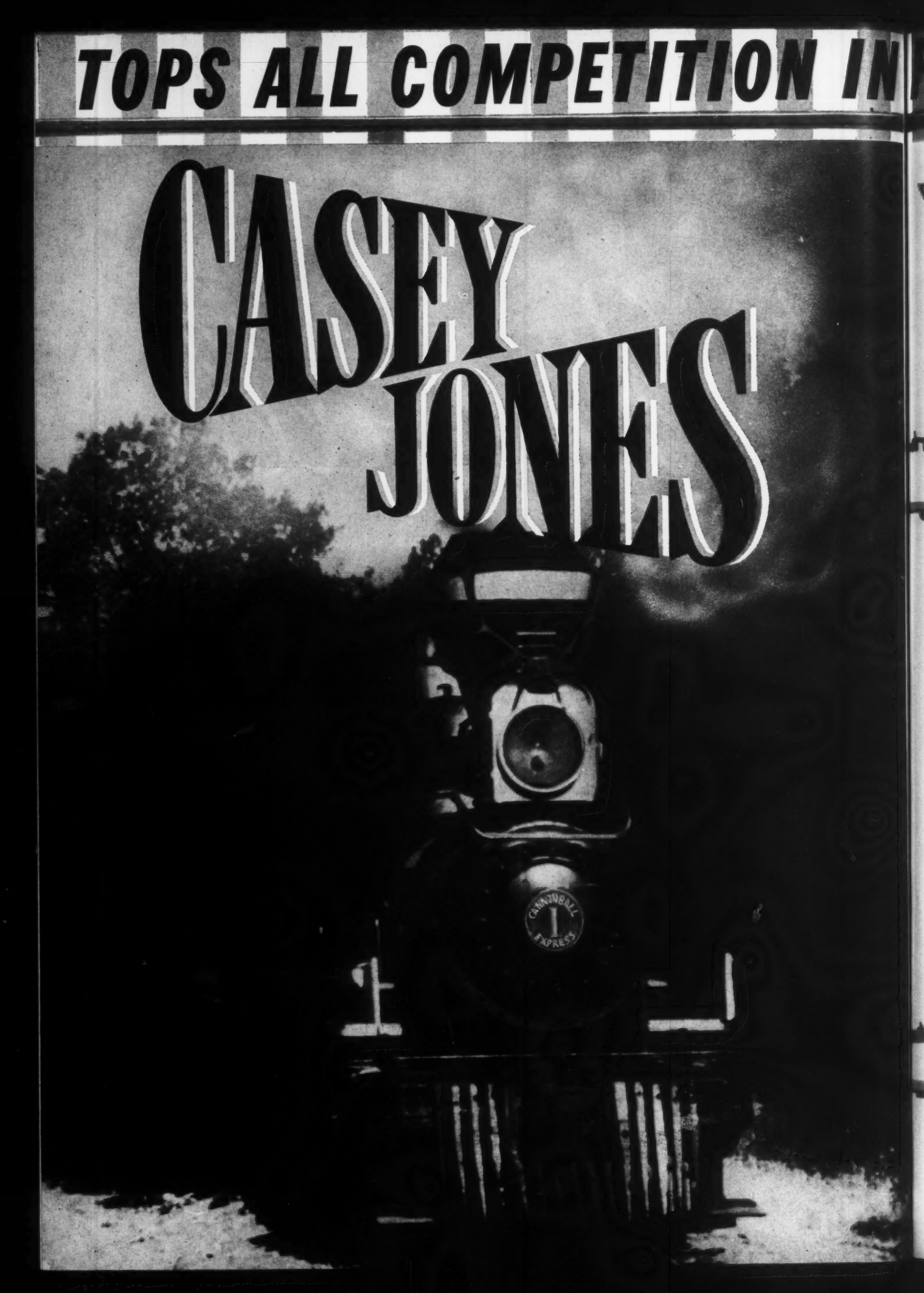
In Louisville—

the more you compare balanced programming, audience ratings, coverage, or costs per thousand— or trustworthy operation—the more you'll prefer

WAVE Radio
WAVE-TV

LOUISVILLE
NBC AFFILIATES
NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES

WFIE-TV, Channel 14, the NBC affiliate in Evansville, is now owned and operated by WAVE, Inc.


TOPS ALL COMPETITION IN
CASEY JONES
CANNONBALL
1
EXPRESS

N FIRST 4 CITIES REPORTING!!

ATLANTA – WAGA-TV

RATING*

CASEY JONES **22.2**

IF YOU HAD A MILLION 11.1

ASSIGNMENT ATLANTA and JOHN DALY and the NEWS 4.4

SACRAMENTO – KCRA-TV

RATING*

CASEY JONES **31.6**

EVE ARDEN 19.4

SUGARFOOT 9.9

Here's the train you can't afford to miss!

American Dairy Association, Ronson, Esskay Quality Meats (5 Markets),

Dr. Pepper Beverages, Holsum Bakery, Central Power and Heat, and *Hammond Organ*

are just a few of the many happy passengers riding to new high ratings with "Casey Jones"!

. . . And Casey and his famous Cannonball Express are now delivering the mail in

New York, Chicago, Los Angeles, Philadelphia, Cleveland, Boston,

Washington, D.C., San Francisco and 52 other leading cities too!

It's time for *you* to climb aboard . . . *make your reservation today!*

BALTIMORE – WJZ-TV

RATING*

CASEY JONES **19.3**

ROBIN HOOD 17.3

CORRALING the COLTS 15.3

OTHERS 0.8

DETROIT – WWJ-TV

RATING*

CASEY JONES **16.9**

STATE TROOPER 15.7

MEN of ANNAPOLIS 9.3

SPORT FOCUS and JOHN DALY and the NEWS 8.5

DON'T MISS THIS TRAIN! CALL OR WIRE!

*TREND

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

NEW YORK	DETROIT	CHICAGO	HOLLYWOOD	NEW ORLEANS	TORONTO
711 Fifth Ave.	709 Fox Bldg.	230 N. Michigan Ave.	1334 N. Beechwood Dr.	1032 Royal St.	102-108 Peter St.
Plaza 1-4432	Woodward 1-3979	Franklyn 2-3696	Hollywood 2-3111	Express 3913	Empire 3-4096

NATRFD MEET STRESSES BUSINESS

- **Music-news format hit at farm director confab**
- **Heated debate erupts over revised dues schedule**

The farm broadcaster's challenging role in radio's so-called "music-and-news era," and the need to strengthen business contacts with agencies and clients were canvassed at the 14th annual convention of the National Assn. of Tv & Radio Farm Directors.

Farm directors are thinking more in terms of bigger business while striving for improved farm service programming, whether it's commercial or sustaining, according to sentiments expressed at the three-day convention (Nov. 29-Dec. 1) in Chicago's Conrad Hilton Hotel. Reactions on station business generally—that spot radio is up, spot tv off—and farm business specifically were uniform.

Approximately 300-400 NATRFD voting and associate members convened for the sessions, plus the International Livestock Exhibition and 4-H Congress, to hear key industry speakers and panelists and to elect new officers.

They heard FCC Comr. Robert E. Lee's views on the need for more large city public service programming, particularly in the area of fraud warnings and weekend shows and on commercial farm programs, and Dr. Forest L. Whan, speech professor at Kansas State College, whose latest Iowa Radio Audience Survey re-emphasized rural reliance on radio and farm musical preferences (see separate stories). Radio's strength also was pointed up by Frank Fogarty, vice president and general manager, WOW-AM-TV Omaha, in still another survey. Other key speakers were Howard Bell, assistant to the president, NARTB, and Layne Beaty, chief of radio-tv information, U. S. Dept. of Agriculture.

A highlight of the convention was NATRFD's first farm sales presentation, "Is Your Farm Advertising Balanced for Best Results?" [TRADE ASSNS., Nov 11].

New officers of NATRFD are Bob Miller, WLW Cincinnati, president, succeeding Jack Timmons, KWKH Shreveport, La.; Maynard Speece, WCCO Minneapolis, vice president (succeeding Wes Seyler, American Dairy Assn. of Oklahoma); Wally Erickson, KFRE Fresno, Calif., secretary-treasurer. Herb Plambeck, WHO Des Moines, was re-elected historian.

Charles N. Karr, sales promotion director of Allis-Chalmers Mfg. Co., won the NATRFD meritorious service award largely on the basis of his company's grant which helped make possible the sales presentation project. Carl Meyerdirk, KVOO Tulsa, was recipient of the American Farm Bureau Federation citation.

A revised dues structure commanded heated controversy, particularly among associate members. The new setup calls for farm directors at 1 kw or under stations to pay $15, government communications specialist and extension editors, $7.50, and all others (voting and associate), $25.

The top convention panel was on "The Farm Director in a News and Music Era," while others were devoted to "Keys to Successful Farm Radio and Tv Broadcasting" and qualifications for good T-RFDs (tv-radio farm director).

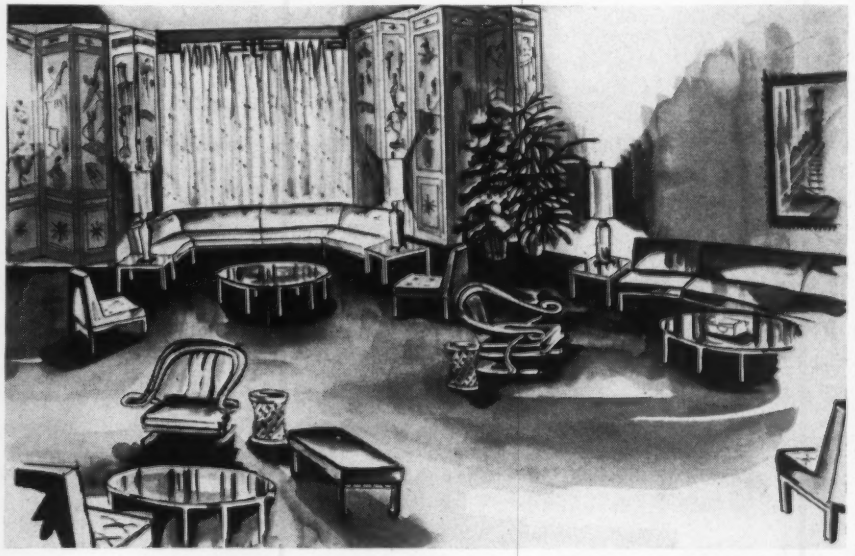
Mr. Bell noted farmers still rely heavily on radio-tv for information and entertainment and acknowledged some stations "admittedly are doing a poor job" on news and music. The majority are striving, however, to provide a worthwhile audience service, he felt. Music and news formats will increase the farm broadcaster's responsibility to improve his techniques, he stated.

Singling out several management problems, Mr. Bell suggested T-RFDs should "capitalize" on present programming patterns, not try to reform them. He reviewed the success of the 1957 Farm Broadcasting Day and reported some 200 requests for kits from NARTB looking toward the second annual event on Feb. 1. NARTB President Harolds E. Fellows has sent letters to farm broadcasters notifying them of plans.

The theory that news-and-music may be on the upgrade but hasn't yet "taken over radio" was advanced by Mr. Fogarty. He questioned whether the "top 40" type program fare might not be construed as being in the "pre-subliminal perception" category, but declined to elaborate on his remarks.

A WOW-AM-TV survey, he reported, brought these findings: For weather, 68% of farmers depend on tv and 51% on radio (including multiple choices); for general news, 46% on radio, 38% on tv, 21% on newspapers; for most help in their daily operations, radio (43%), tv (27%), national farm publications (17%), newspapers (13%). The station's studies covered both 50- and 80-mile radius contours.

Farm housewives listen more to radio



THIS *will be broadcasters' bay window on Washington, when the Broadcasters Club of Washington opens Feb. 1 at 1737 DeSales St. DuPont Decor, Washington, is doing the interior—including dining, bar and office facilities—in bronze, olive and copper tones.*

BROADCASTERS READYING WASHINGTON CLUB

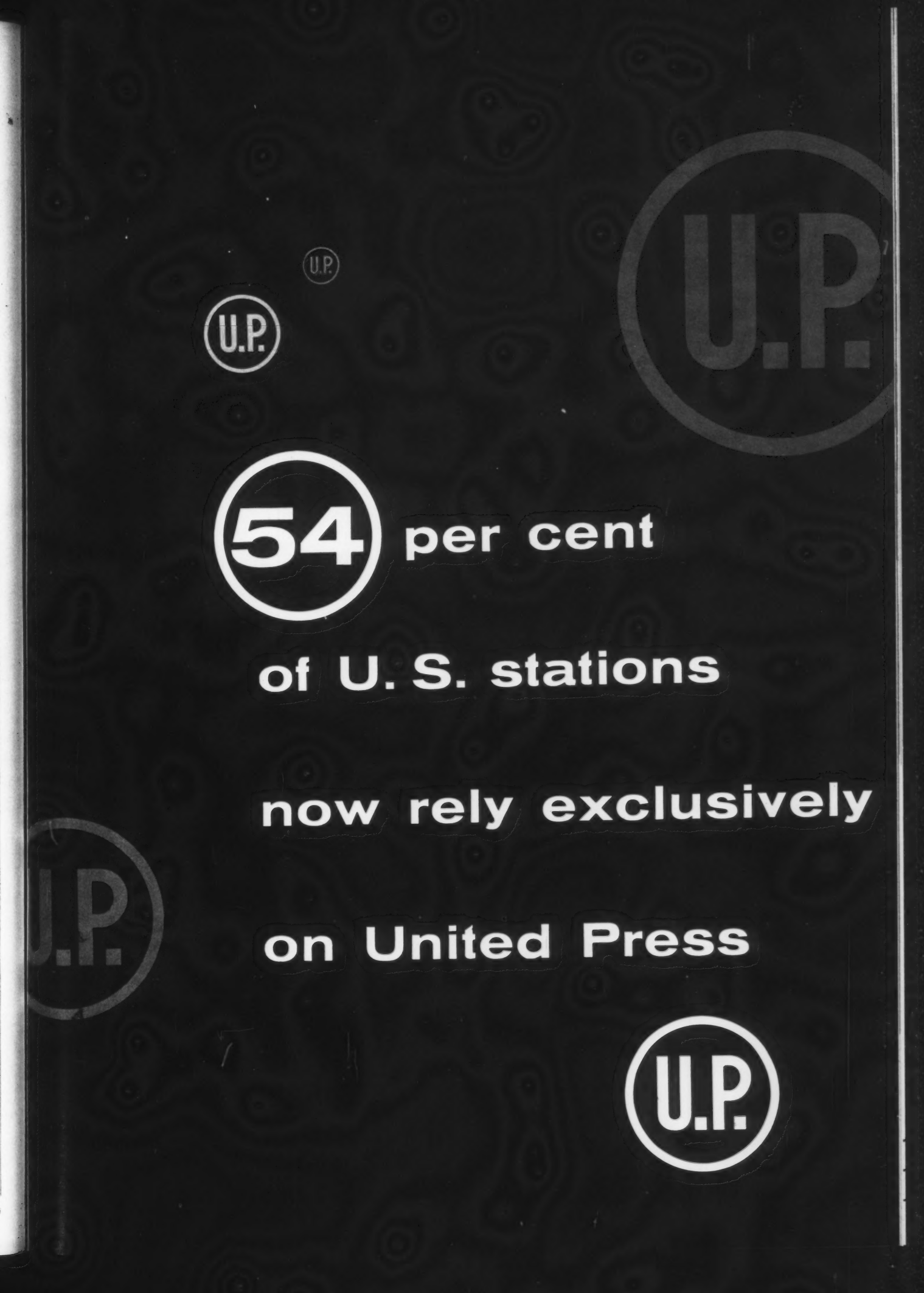
The Broadcasters Club of Washington is set to open in its DeSales St. headquarters Feb. 1, according to an announcement last week by Leonard H. Marks, chairman of the organizing committee.

Mr. Marks said that charter lists for resident memberships will close Dec. 15, those for non-residents, when 200 have joined. Membership is limited to industry executives selected from station, network, association, manufacturing, publication and professional fields.

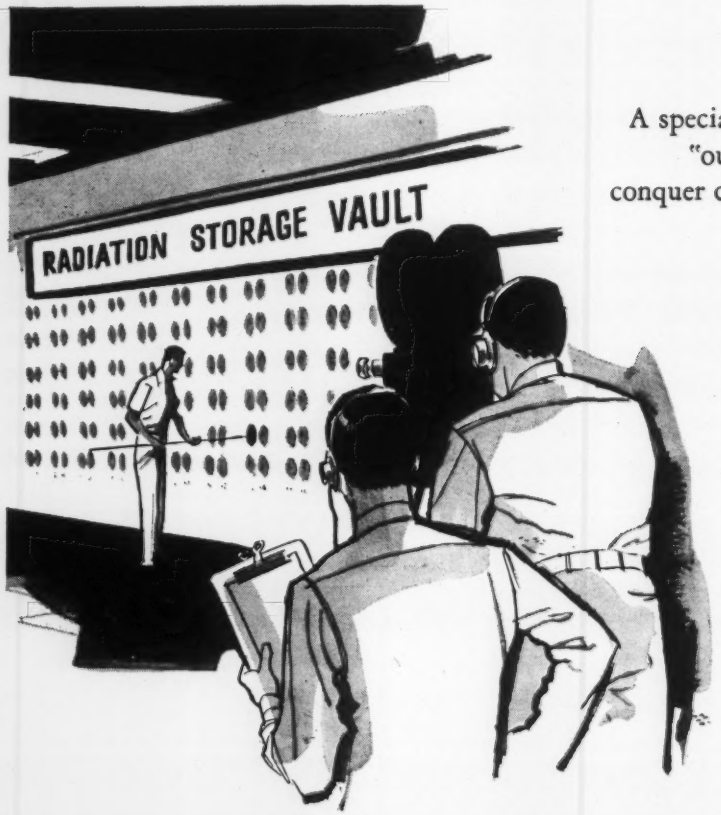
At present there are 100 paid charter resident members and 110 non-residents. Dues are $100 yearly plus $50 initiation fee for residents, $50 annual dues and $50 initiation fee for non-resident members.

Club quarters are at 1737 DeSales St. in Washington, opposite the Mayflower Hotel. Occupying 3,000 square feet, the club will have large lounging and dining areas, private rooms for meetings, a manager's office and a serving pantry. Decorating is being done by Ken Allen and James Beiser of DuPont Decor, Washington, under the direction of the club's executive committee.

The club dining room will offer food prepared by the Colony Restaurant located downstairs from club headquarters. Featured will be special club menus and prices, with a bar also supplied by the Colony.


U.P.
U.P.
U.P.
54 per cent
of U. S. stations
now rely exclusively
on United Press
U.P.
U.P.

WTVT "shoots" the atom for a



A special distinguished service award...for an "outstanding contribution in the fight to conquer cancer"...has been conferred on WTVT by The American Cancer Society for the station's 30-minute documentary film, "Search."

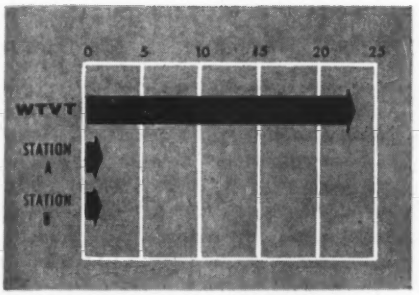
A powerful story of the never-ending search for a cancer cure, "Search" is one of the most ambitious public service programs ever produced in Florida. WTVT cameramen, for example, filmed "hot" radioactive isotopes at Oak Ridge while producing the picture.

This is another example of how WTVT's meaningful community service builds loyalty and acceptance for you!

TAMPA-ST. PETERSBURG ranks 34th in retail sales among metropolitan markets*, is a must on every modern market list! WTVT dominates the Twin Cities of the South, delivers bonus coverage of 239 prospering communities!

**Sales Management Survey of Buying Power, May 1957*

award-winning cancer film!



23 OF TOP 25 SHOWS ON WTVT*

...according to new Pulse! And the top 4 multi-weekly shows are on WTVT, 6 to 7 p.m.! ARB proved it in February... Pulse proves it now: WTVT is your top buy in the Twin Cities of the South!

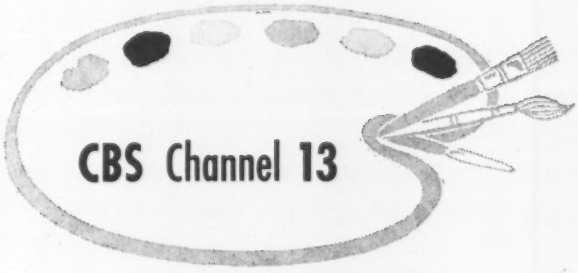
**Pulse, June, 1957*

News – from scene to screen in 30 minutes, with WTVT's modern transistor sound-on-film equipment plus 37 cameramen-correspondents throughout Florida: Super-swift coverage makes WTVT news highest-rated in the market!

TAMPA - ST. PETERSBURG NOW 10th IN RETAIL SALES PER CAPITA (U.S. Department of Commerce)

	1957 ranking	1956 ranking	Amount
Total Retail Sales	34	36	$786,145,000
Food Store Sales	39	44	161,983,000
Automotive Sales	29	34	147,698,000
General Merchandise Sales	33	37	114,546,000

(Sales Management Survey of Buying Power, May 1957)



WTVT

TAMPA - ST. PETERSBURG

The WKY Television System, Inc.
WKY-TV and WKY Oklahoma City
WSFA-TV Montgomery

REPRESENTED BY THE KATZ AGENCY

than tv, and 66% indicated they wouldn't want tv programs if they were offered before 7 a.m. Total of 85% of farmers use radio mainly for information, while only 15% tune in for entertainment. From 6-8 a.m., the breakdown was 71% for farm news and markets and 26% for entertainment. (Other statistics: 5-7 a.m. 54% tune radio; 7-9 a.m. 27%; noontime 47%; 5-7 p.m. 21%.)

"Beyond any doubt, in Omaha anyway, the farmer relies more on radio than on tv," Mr. Fogarty asserted, though he cited the paradox of tv's advantage over radio on weather.

Dr. Whan felt music-and-news formats pose a "serious challenge" to farm broadcasters, and that they can "make or break a station, unless you're in a large metropolitan area." He described this format as a "cheap method of programming" and abstracted some rural music preferences from his upcoming 1957 Iowa Radio Audience Survey.

Mr. Beaty called for a re-evaluation of listener types and their needs and suggested T-RFDs "get on the boss' team and develop stature," since they enjoy more personal contact with the public than other station people. He also urged shorter features on radio and curtailment of "long, rambling interviews."

In the outgoing president's report, Mr. Timmons urged improved farm program quality, additional farm shows, further research in farm broadcasting, more "courtesy calls" on farm advertisers and prospects and improved NATRFD-management relations.

T-RFD voted to hold their spring convention in Denver, dates to be selected, and voted down a motion to move the annual fall convention from Chicago to another city because of the livestock and 4-H Congress events. They adopted resolutions that NATRFD cooperate with various government and private organizations and tabled for further study a bid to appoint an executive secretary.

NARTB Radio Board to Weigh Suggestions for Code Symbols

A set of audio and visual symbols to be used by radio stations subscribing to the NARTB Standards of Good Practice will be submitted to the association's Radio Board at its Jan. 22-24 meeting to be held in Phoenix, Ariz.

The symbols will identify subscribers to the standards and will be used on letterheads and promotion material as well as on the air. They will serve the same function as the NARTB tv code seal.

A final report on the radio symbols was adopted Wednesday by a special NARTB committee that has been working on the project. Committee members are Worth Kramer, WJR Detroit, chairman; Carleton Brown, WTVL Waterville, Me.; Cliff Gill, KBIG Avalon, Calif., and Frank Gaither, WSB Atlanta. NARTB staff members who took part in the Wednesday meeting were John F. Meagher, radio vice president; Douglas A. Anello, chief attorney; Don Martin, public relations assistant to the president, and Thomas B. Coulter, assistant to Mr. Meagher.

RADIO NEWS TOPS WITH IOWA FARMERS

- **NATRFD gets 1957 figures**
- **Tv farm coverage now 89.5%**

Iowa farm families still depend heavily on radio for their news—98.1% of them have one or more home receivers and 67.5% one or more auto sets, with 95% of the state's agricultural homes "usually" tuning radio news—according to latest research by Kansas State College, Manhattan.

Findings of a new Iowa Radio Audience Survey completed by Dr. Forest L. Whan, speech professor at Kansas State College, were revealed when Dr. Whan appeared on a music-and-news panel during closing sessions of the National Assn. of Tv & Radio Farm Directors convention (see page 50).

The Whan study, 20th of its kind on listening patterns, delved heavily into farm music preferences and also updated tv set ownership figures. Tv sets among Iowa farm families have increased from 1.1% in 1950 to 87.5% in 1957, though households still rely on radio for news (95%). The study covers 2,096 adult men and women, plus 187 boys and girls living in farm homes and attending 40 high schools.

Among the conclusions drawn by Dr. Whan in studying types of music (based on 1,112 questioned in farm, village and urban radio homes):

• There seems "little general tendency" to tune out a program not featuring the "best liked" types of music. Most adults appear willing to leave on the programs. Nearly all teen-aged high school students, however, named at least one type of music they dislike enough to switch the dial. A majority of students will switch away from classical and concert music. A greater percentage of adults will turnoff rock-and-roll and classical than consider these types among the "best liked." Farm boys and girls dislike current popular music the least—or prefer it enough to stay tuned. They dislike from three to four types of music enough to try another station.

• Age is "tremendously important" in determining whether listeners will tune a given program, put up with it if the set happens to be tuned to the station, or tune out the program because the music is disliked.

• Waltzes and "sweet" music rank highest for program type preferences for all adult men and women. Rock-and-roll (and rhythm-and-blues) ranked foremost as the "disliked" type of music, prompting tuneout by adult men and women wherever they maintained residence.

• Among the least disliked music categories, with waltzes and "sweet" music, are "old familiar songs," current popular fare, show tunes and musical comedy, military band music, hymns and spirituals, barbershop quartettes and Hawaiian music. Other music categories covered in the survey are country and western, concert swing, jazz and Latin American.

A section of the Whan survey covering daytime use of tv by Iowa housewives shows that from 52-65% of the time, housewives are too busy to see picture at all, according to diary reports from 1,425 Iowa homes. Advance data also is given on tv set use on weekdays, Saturdays and Sundays during the day, and in morning and afternoon subdivisions, contrasting figures for urban, village and farm homes. Program choice and effect of children on program choice also are covered in the housewives' day tv section.

WDSU-TV's Read Chairman Of TvB's Membership Committee

A. Louis Read, vice president of WDSU-TV New Orleans, has been named national chairman of Television Bureau of Advertising's membership committee, TvB President Norman E. Cash announced Friday.

In this post he succeeds Lawrence H. (Bud) Rogers II, WSAZ-TV Huntington, W. Va., who was named chairman of the TvB Board at the bureau's annual membership meeting in Chicago last month [AT DEADLINE, Nov. 25]. Working with Mr. Read will be TvB Station Relations Director William B. Colvin and the following regional heads: Lloyd Griffin, Peters, Griffin, Woodward, northeast; Gaines Kelley, WFMY-TV Greensboro, N. C., southeast; Bernard Barth, WNDU-TV South Bend, Ind., midwest; Harold P. See, KRON-TV San Francisco, northwest, and Winston Linam, KSLA-TV Shreveport, La., southwest.

TvB membership currently totals 238—219 stations, 16 station representation firms and three networks.

Theatre Exhibitors Charge Tv With 'Misleading the Public'

Telecasters may be "misleading the public" in their advertising claims for motion pictures, Abram F. Myers, general counsel and board chairman of Allied States Assn. of Motion Picture Exhibitors, has charged in a newsletter to members. Plans of theatremen to investigate station ad claims and take action against those considered false are outlined in the communication.

"Broadcasters are using every artifice to convince the public that they are supplying current motion pictures; that they are, in fact, 'home theatres'. . . . In Baltimore a station regularly advertises itself as the 'motion picture theatre of the air'," according to Mr. Myers. Cited as a "flagrant example" of questionable station advertising is a billboard of WKRC-TV Cincinnati, promoting "exclusive '52 to '57 movies" on "Home Theatre Channel 12."

Committees of Allied States Assn. and Theatre Owners of America are charged with investigating tv movie advertising. Local exhibitors also should look into the matter and report findings to Better Business Bureaus, Mr. Myers stated. "If the practice [false advertising] is widespread,

WE'RE IN HIGH COTTON

That's *Southern* for saying we're up there with the *big boys* . . . the *first class stuff* . . . the *networks*, no less! November, 1957 ARB gives us 7 of the TOP 10 shows . . . one of them *our own local live News and Weather.*

Naturally, we're proud of this. It shows *Ark-La-Tex approval* of our local personalities and programs. Furthermore, it proves that there is *plenty of know-how behind them.*

Most important, it's *your assurance as an advertiser* that your commercials are in the hands of a TV station that can *produce the desired results* . . . that when you are on KSLA-TV, *you too,* are in HIGH COTTON!

KSLA-TV

channel **12**

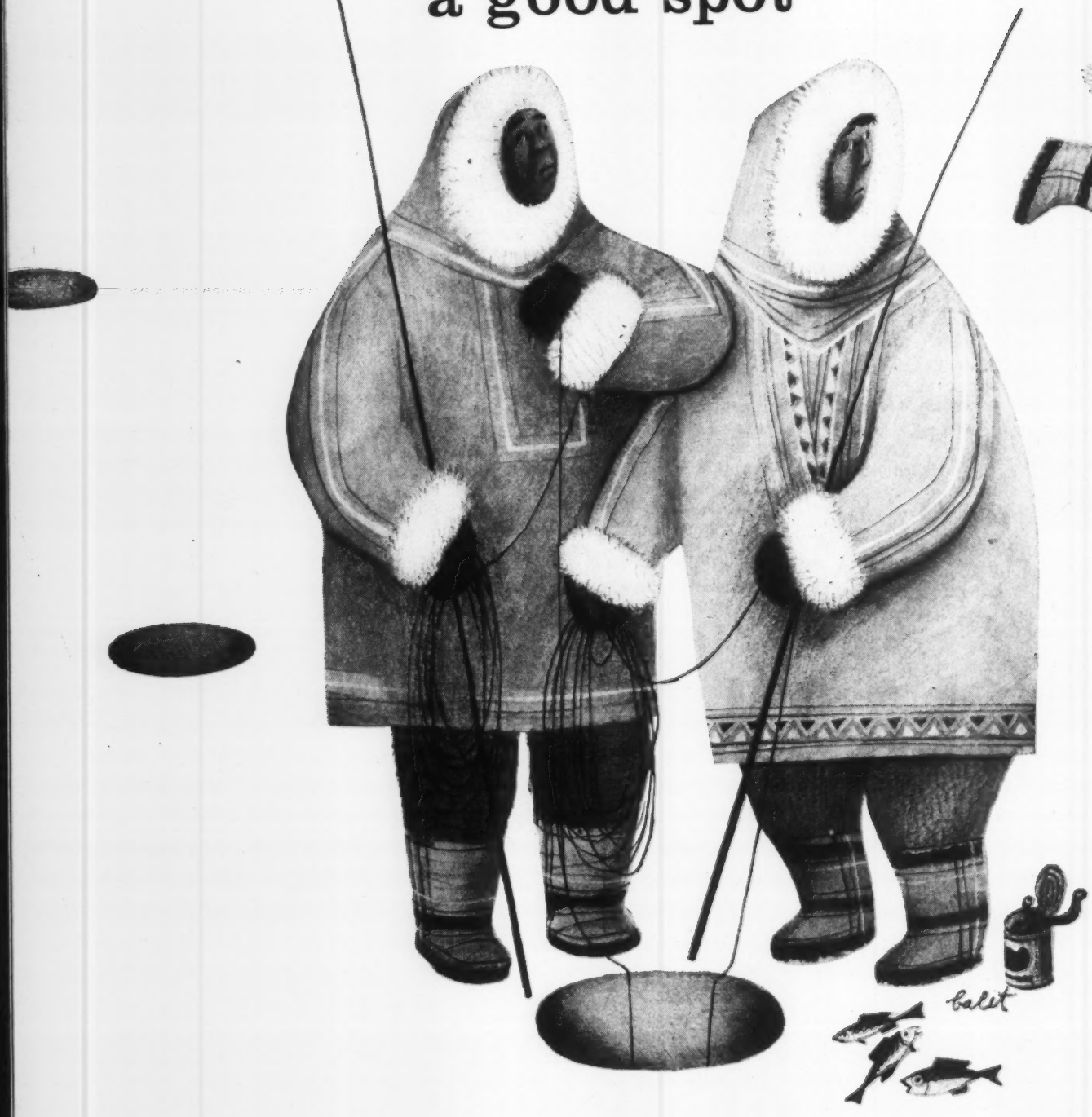
BASIC CBS TELEVISION NETWORK

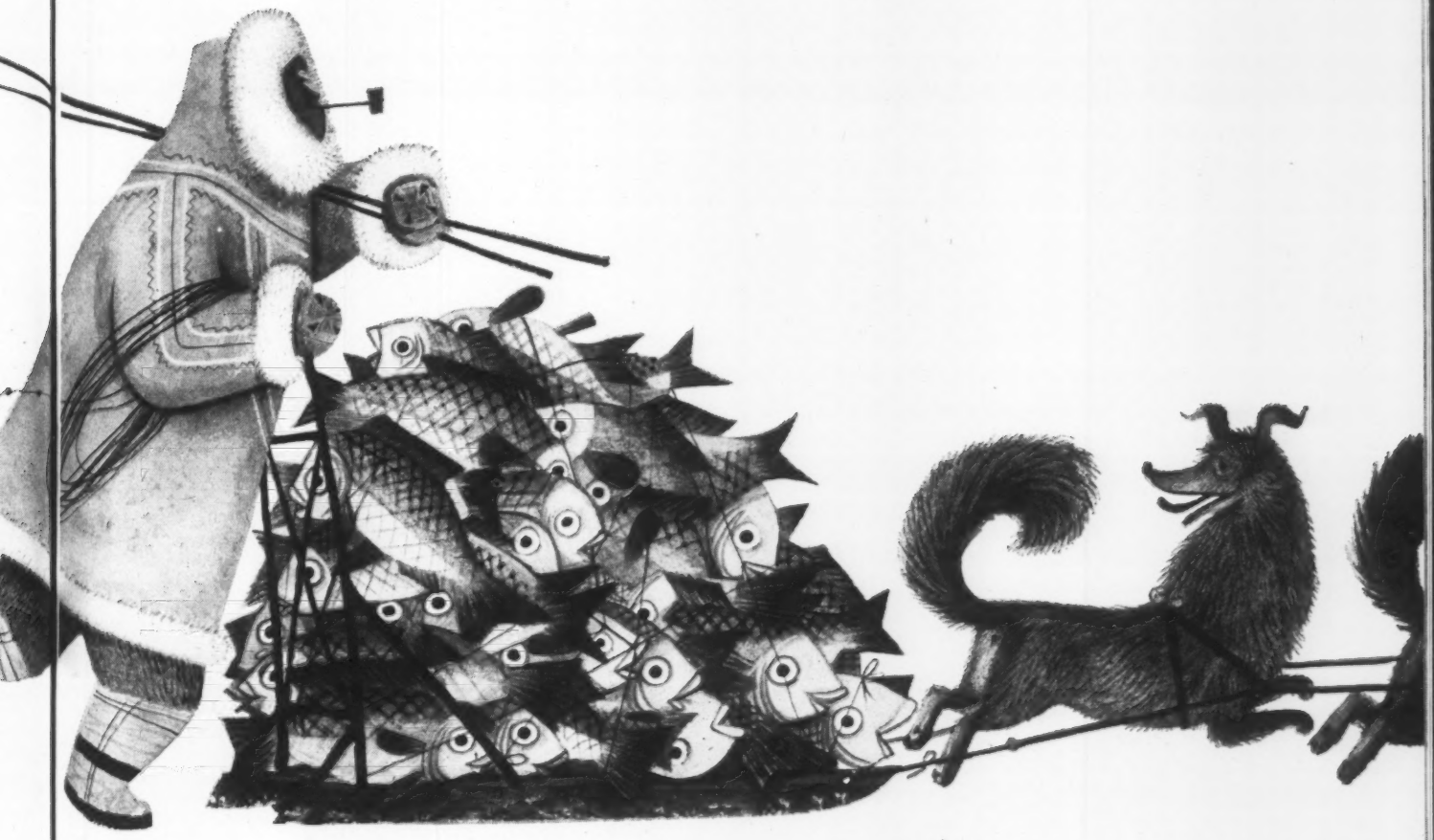
in Shreveport, Louisiana

PAUL H. RAYMER CO., INC.
National Representatives

Ben Beckham, Jr., General Manager
Winston B. Linam, Station Manager
Deane R. Flett, Sales Manager

"He must know
a good spot"





Like the timebuyers at Batten, Barton, Durstine & Osborn.

Major buyers of spot television, they are sure-footed pros at getting the most for their clients' advertising dollars.

They base their choice of media on a wealth of information compiled by their own research department. And they make good use of the market and availabilities data supplied by CBS Television Spot Sales.

Their choice? In Philadelphia, BBDO has placed 11 top-rung accounts on WCAU-TV during the past year...including such big-timers as Lever Brothers, American Tobacco, Wildroot, Cream of Wheat, Liberty Mutual, DuPont and California Oil.

Clearly, BBDO knows a good spot to be in. Why not let their experience be your guide? Join the 393 different national spot advertisers currently using the 13 stations represented by...

CBS TELEVISION SPOT SALES

WCBS-TV New York, WHCT Hartford, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV Charlotte, WBTW Florence, WMBR-TV Jacksonville, WXIX Milwaukee, WBBM-TV Chicago, KGUL-TV Galveston, KSL-TV Salt Lake City, KOIN-TV Portland, KNXT Los Angeles, and THE CBS TELEVISION PACIFIC NETWORK

representations can and will be made to the FCC," he wrote.

Theatre Owners of America's public opposition to subscription television [PROGRAM SERVICES, Nov. 25] is commended in the Allied States letter. Mr. Myers also seconds the TOA position on motion picture "clearance" for exhibitors over tv. "Allied now is receiving complaints from many areas that the four-year time lag [before release to tv] which the exhibitors thought had been established is no longer being observed," he stated. He also noted that the Allied stand is seconded by TOA's position on clearance. Both groups feel that exhibitors need to have not only definite clearance over tv but need to advertise that films cannot be seen on tv for "x" number of years. Allied States, at its October convention, set up a committee to work on clearance in the fight against "the jungle competition of free television." Allied States is a national organization of independent exhibitors with 21 regional associations.

Plans for 1960 Winter Olympics Include Extensive Tv Coverage

Television will be called upon to play a big role in staging the 1960 Winter Olympic Games from Squaw Valley, Calif., according to Prentis Cobb Hale Jr., president of the organizing committee for the games.

Speaking last Monday at the U. S. Olympic Assn. quadrennial dinner in Washington, Mr. Hale said that with live international tv as "a real possibility, the 1960 games should enjoy the greatest television coverage of any sports event in history.

"Live television broadcasting from this country to Europe is no longer a dream, and we are told that live and delayed videotape telecasts from Squaw Valley to the continent of Europe—about 6,000 miles away—will be possible," he declared.

As for game coverage itself, Mr. Hale said that plans are being studied for the erection of towers along the competitive courses so that the tv cameras can provide a complete sequence of each racer's effort. In addition, by breaking a photocell circuit, racing times would automatically flash on the tv screen.

Another innovation under study is the use of closed-circuit tv installations to allow spectators and the press to witness concurrent events from one point on the Olympic grounds.

ADS Chapter Elects Webster

Maurie Webster, commercial manager, KNX Los Angeles and CPRN, has been elected president of the Los Angeles alumni chapter of Alpha Delta Sigma, honorary advertising fraternity for 1958. Other new officers of the chapter are: Tom O'Connor, Consolidated Electrodynamics, executive vice president; Robert P. Vogel, Reuben H. Donnelly Corp., alumni vice president; Pete Schultz, Duncan A. Scott & Co., campus vice president; Wally Hutchinson, KBIG Avalon, Calif., secretary; Bob Kavet, Lawry's Food Products, treasurer.

Election Machinery Starts To Fill NARTB Board Posts

Election processes to fill 12 approaching vacancies on the NARTB Radio Board were started last week by Everett E. Revercomb, secretary-treasurer. Certifications of eligibility to run for board office were mailed to member stations, returnable Jan. 10. Nomination and election balloting are scheduled later in the winter.

Eight district directorships, in even-numbered districts, will be open in 1958 along with one director-at-large for each of the large, medium, small and fm station categories.

Directors whose terms expire are these district directors: Simon Goldman, WJTN Jamestown, N. Y.; James H. Moore, WSLS Roanoke, Va.; F. C. Sowell, WLAC Nashville, Tenn.; Edward F. Baughn, WPAG Ann Arbor, Mich.; Ben B. Sanders, KICD Spencer, Iowa; Robert Pratt, KGGF Coffeyville, Kan.; George C. Hatch, KALL Salt Lake City; Robert O. Reynolds, KMPC Hollywood.

At-large directors whose terms expire are John M. Outler, WSB Atlanta, large stations; Todd Storz, Storz stations, medium; J. R. Livesay, WLBH Mattoon, Ill., small; Merrill Lindsay, WSOY-FM Decatur, Ill., fm. All these directors are eligible to run for re-election except Mr. Moore.

Film Manual to be Published By NARTB Committee in 1958

NARTB will publish a 1957-58 Film Manual next year, providing assistance for tv stations in purchasing motion picture program material. Plans for the manual were approved Thursday at a Washington meeting of the association's film committee, headed by Harold P. See, KRON-TV San Francisco.

The manual will include a series of elements to be considered by management and staff personnel, and material covering provisions of the NARTB Tv Code pertaining to motion pictures and the responsibility of licensees. At the Thursday meeting, tentative plans were set up for the film portion of the 1958 NARTB convention, to be held April 27-May 1 in Los Angeles.

Attending the committee session, besides Chmn. See, were Kenneth I. Tredwell Jr., WBTV (TV) Charlotte, N. C.; Joseph L. Floyd, KELO-TV Sioux Falls, S. D.; Frederick S. Houwink, WMAL-TV Washington; Glenn C. Jackson, WAGA-TV Atlanta; Lee Ruwitch, WTVJ (TV) Miami, Fla., and Lynn Trammell, WBAP-TV Fort Worth. Representing NARTB were President Harold E. Fellows; Thad H. Brown Jr., tv vice president, and his assistant, Dan W. Shields.

Brazy Death Prompts FMDA Poll

Members of Fm Development Assn. last week were sent questionnaires asking whether a steering committee meeting should be held in January to plan the future course of FMDA following the death of its president, Robert Brazy (see story, page 112), or whether such action should be deferred until the NARTB convention in April in Los Angeles. Letters were sent by J. D. Kiefer, KMLA (FM) Los Angeles, after consultation with Harold Tanner, WLDM (FM) Detroit, FMDA treasurer.

New York Forum to Explore Ratio of Research to Success

The Academy of Television Arts & Sciences' New York chapter and ABC-TV will present a forum on the relationship between program testing research and creative showmanship tomorrow (Tuesday) at 8 p.m. at the ABC studios in New York. Moderator for the symposium, entitled "Picking Next Year's Winners," will be James T. Aubrey Jr., vice president in charge of programming, ABC-TV.

Participating in the discussion will be: George Abrams, vice president and director of advertising, Revlon Inc.; Hendrick Booraem, vice president in charge of television and radio, Ogilvy, Benson & Mather; Dr. Ernest Dichter, president of the Institute for Motivational Research, and Dr. Arthur Wilkins, director of creative research, Benton & Bowles.

WGN-AM-TV's Hanlon Named President of Chicago Unlimited

James G. Hanlon, public relations manager of WGN-AM-TV Chicago, has been elected president of Chicago Unlimited Inc., organization devoted to promotion of more radio-tv network originations and local talent in that city. He succeeds James E. Jewell, Jewell Radio & Television Productions.

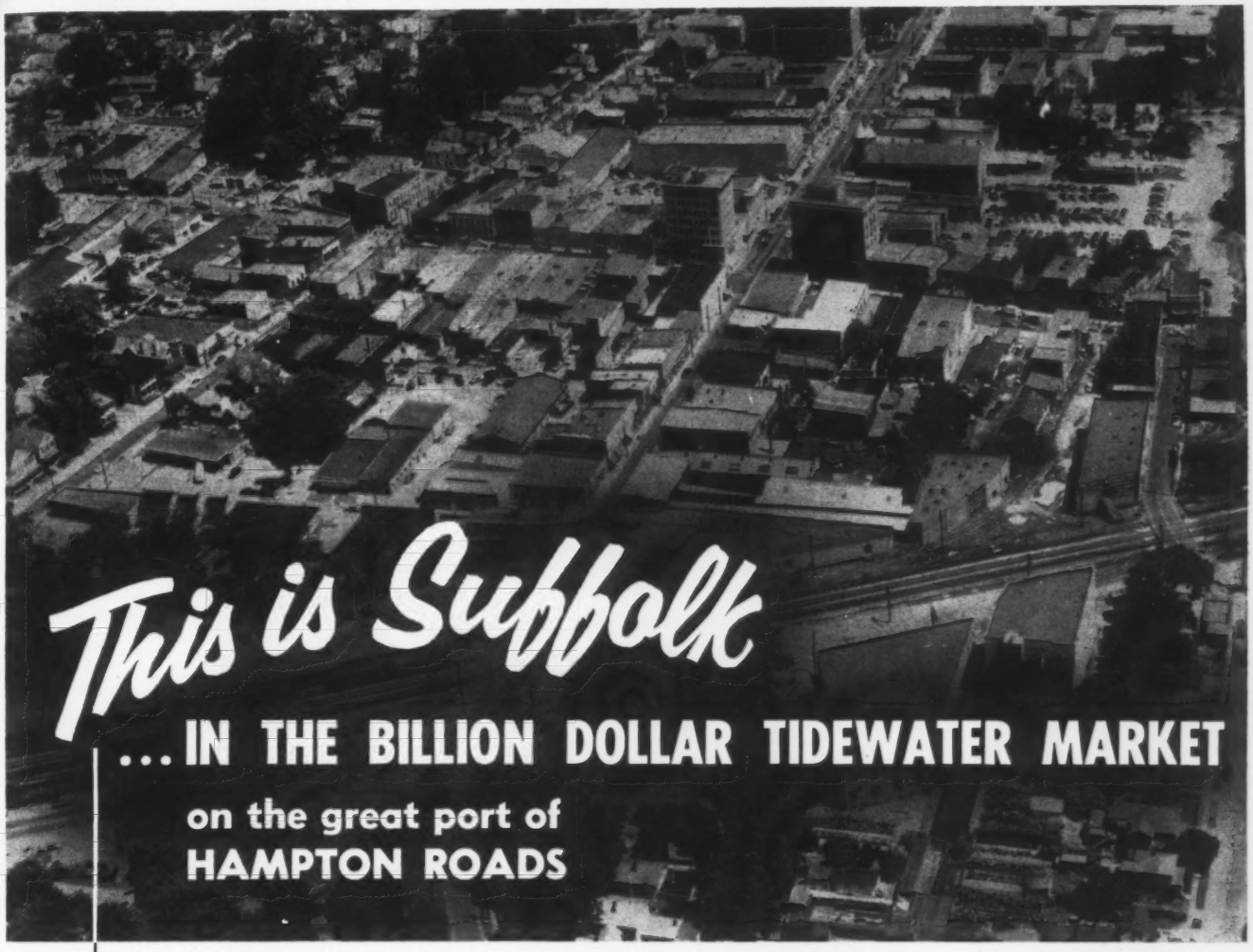
Other officers elected at a general membership meeting Nov. 29 were Henry Ushijima, film production consultant, Colburn Film Services, vice president; Shirley Hamilton, talent director, Patricia Stevens Inc., secretary, and Jack Russell, president of the talent agency bearing his name, treasurer. CU will co-sponsor a Christmas luncheon Dec. 10 with the Chicago Broadcast Adv. Club, headed by Ward L. Quaal, vice president and general manager of WGN-AM-TV that city.

TvB Expects Large N. Y. Turnout For Updated 'Vision' Showing

From 1,500 to 2,000 advertiser, agency and broadcasting executives are expected to attend Television Bureau of Advertising's showing of its "Vision of Television: 1958" presentation at New York's Waldorf-Astoria Hotel tomorrow (Tuesday), TvB reported last week. Officials said the presentation had been updated considerably since its November showing in Chicago [TRADE ASSNS., Nov. 25].

"Our presentation . . . will reveal for the first time the Bureau's findings concerning commercial treatment and effectiveness and results on a per-dollar-spent basis of actual television campaigns," President Norman E. Cash reported.

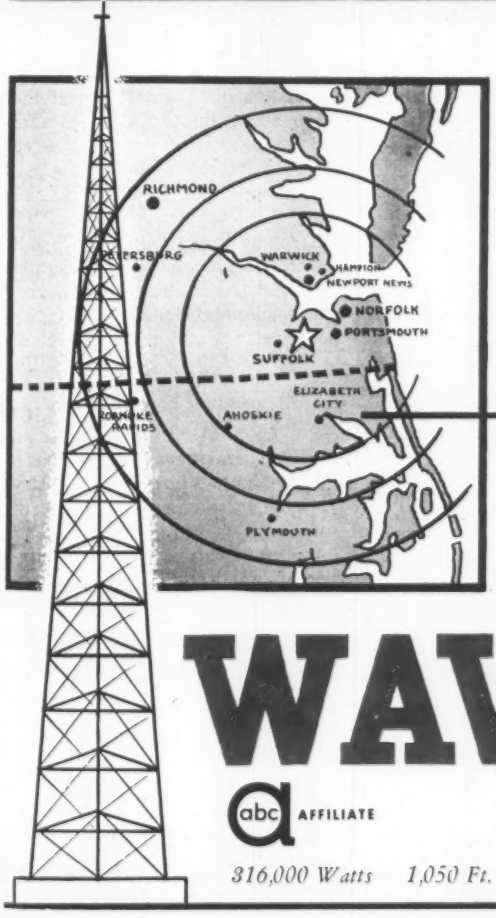
Preceded by a light breakfast at 9 a.m., the showing will get under way at 9:30. It will be conducted by Mr. Cash and Station Relations Director William B. Colvin.



This is Suffolk

...IN THE BILLION DOLLAR TIDEWATER MARKET

on the great port of
HAMPTON ROADS



. . . in the heart of one of Virginia's richest agricultural areas . . . home of Lipton Tea, Planters Peanuts and one of the largest growing food processing centers . . . Suffolk and surrounding Nansemond County have a combined annual income of more than $43,347,000 . . . Of this more than $12,817,000 is spent on food and apparel . . . This is just part of what you buy when you buy WAVY-TV . . . which reaches out to more than 42 Tidewater counties . . . and 1,753,810 people who spend more than a billion dollars each year on retail sales alone . . . WAVY-TV . . . reaching and pleasing all of Virginia's Golden Corner . . .

this is WAVY-TV

. . . tidewater's NEW VHF Station that blankets the world's greatest port with a 316,000 watt signal

WAVY-TV

REPRESENTED NATIONALLY BY H-R

CHANNEL 10

abc AFFILIATE

801 Middle St.
Portsmouth, Va.
Tel. EX 3-7331

709 Boush St.
Norfolk, Va.
Tel. MA 7-2345

316,000 Watts *1,050 Ft. Tower*

Hunter C. Phelan, Pres. *Carl J. Burkland, Ex. Vice Pres. & Gen. Mgr.*

you always hit the target when your **AIMS** *right!*

AIMS (Association of Independent Metropolitan Stations) offers a made to order list of stations ready to deliver maximum audience in 21 different cities.

AIMS the most active group in the Broadcasting Industry through periodic meetings and fact loaded monthly newsletters from all members, can supply you with most of the answers to your broadcast advertising problems. When you buy . . . BUY AIMS the perfect station list for every campaign.

You can expect the leading independent to be the best buy on the market . . .

CITY	STATION	REPRESENTATIVE
Baton Rouge, La.	WIBR	The Walker Co.
Buffalo, N. Y.	WBNY	Jack Masla and Co., Inc. West Coast—Lee F. O'Connell Co.
Dallas, Tex.	KIXL	H-R Representatives, Inc. Southwest—Clarke Brown Co.
Des Moines, Iowa	KSO	John E. Pearson Co.
Evanston, Ill.	WNMP	
Evansville, Ind.	WIKY	John E. Pearson Co.
Houston 1, Tex.	KNUZ	Forjoe & Co., Inc. Southern—Clarke & Brown Co.
Indianapolis 22, Ind.	WXLW	John E. Pearson Co.
Jackson, Miss.	WJXN	Grant Webb & Co.
Little Rock, Ark.	KVLC	Richard O'Connell Inc. Midwest—Radio-TV Representatives, Inc. Southern & Denver—Clarke Brown Co. West Coast—Tracy Moore & Associates, Inc.
Louisville 2, Ky.	WKYW	Burn-Smith Co., Inc. Regional—Kentucky Radio Sales
Omaha, Neb.	KOWH	Adam Young, Inc.
San Antonio, Tex.	KITE	Avery-Knodel, Inc.
Seattle, Wash.	KOL	The Bolling Co., Inc.
Spokane, Wash.	KLYK	Grant Webb & Co.
Stockton, Calif.	KSTN	George P. Hollingbery Co.
Syracuse, N. Y.	WOLF	The Walker Co.
Tulsa, Okla.	KFMJ	Jack Masla & Co., Inc.
West Springfield, Mass.	WTXL	The Walker Co.
Wichita, Kan.	KWBB	George P. Hollingbery Co. Southern—Clarke Brown Co.
Worcester, Mass.	WNEB	The Bolling Co., Inc.

AWARDS

RADIO-TV PRODDING FOR SCIENCE URGED

- **Doerfer cites manpower need**
- **Annual Edison awards made**

FCC Chairman John C. Doerfer issued a call to broadcasters to help America overcome its shortage of scientists.

In a speech before the Thomas Alva Edison Foundation's third annual national mass media awards dinner for tv, radio and film in New York Dec. 2, Mr. Doerfer told more than 500 distinguished guests that the broadcasting industry can arouse the imagination and attention of the child, parent and teacher in America's quest for scientific manpower.

"I can think of no more effective mass media than the instantaneous transmission of sight, sound and color by electronic radiation, that is, by broadcasting," Mr. Doerfer stated.

Broadcast stations and networks have been firing the imagination of youngsters and helping them set their "resolves", but, Mr. Doerfer said, they "must do more."

Mr. Doerfer suggested these program goals: (1) Some of our youngsters must be disabused of their phobias about science; (2) Some programming should be directed toward youngsters who have had to drop out of high school before being graduated but who are excellent prospects for highly skilled technicians; (3) a spotlight should be turned on our deficiency in foreign language interpreters, and stations should experiment with aids to help students learn foreign languages.

Broadcasters are specialists in attracting attention and selling incentives to buy and accept goods and services, Mr. Doerfer said. This talent must now be used to meet the challenge of our scientific quest. These are the goals, he said:

"1. To fully alert the American public of our neglect in training scientists and engineers . . .

"2. To keep up a drumfire of prods directed towards school boards, common councils and legislative bodies of the necessity of providing adequate educational facilities, reasonable salaries and more competent teachers.

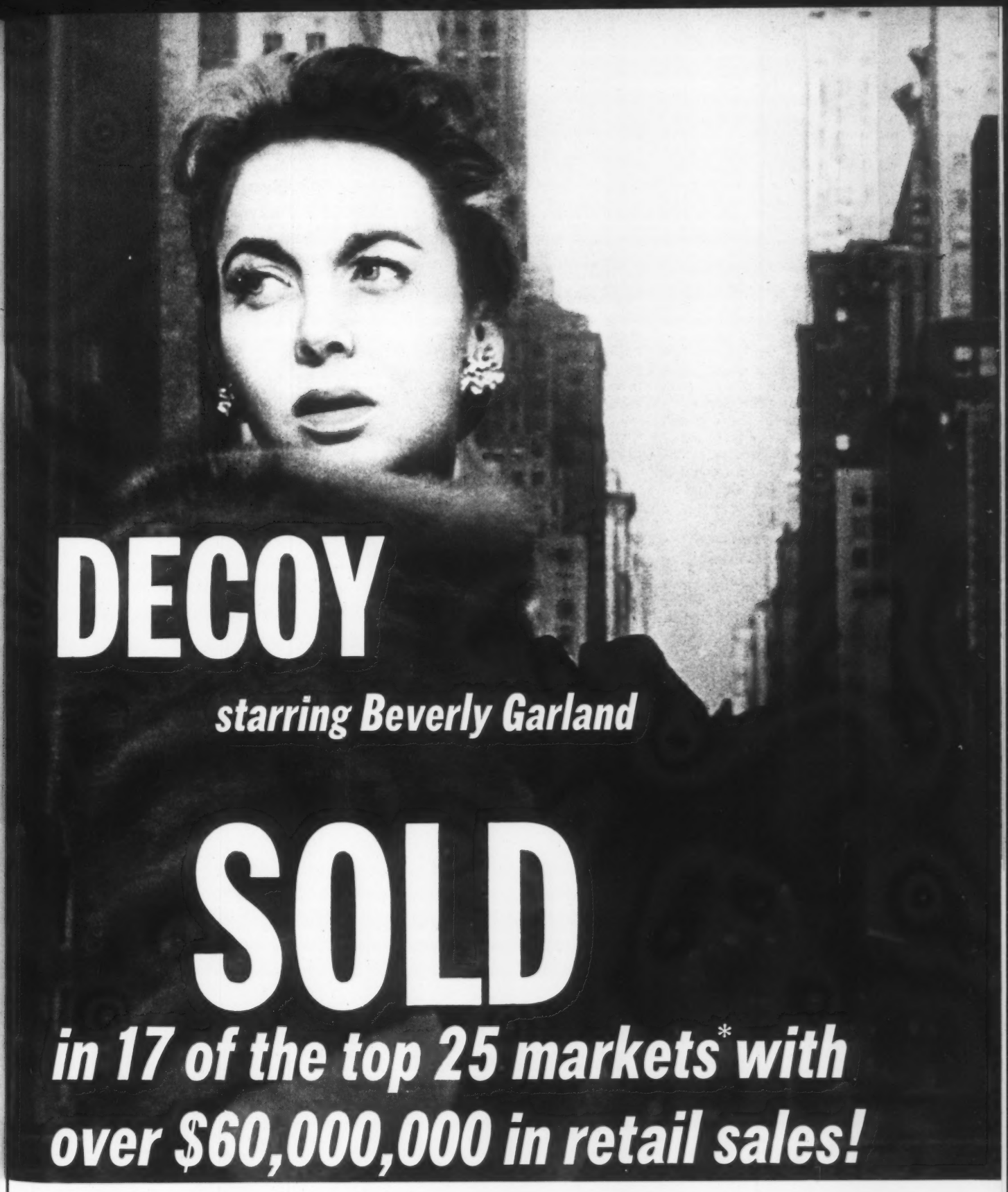
"3. To provide a thorough discussion both upon a local and a national basis of the necessity of revamping school curricula so as to require the taking of more basic courses in mathematics, physics, chemistry and foreign languages as necessary instruments of survival if nothing else.

"4. To present incentives to our youngsters to develop intellectual curiosities not only in the basic science courses, but in art, literature, history and social courses—as well as the spiritual and moral values in the lives of men . . .

"5. To cooperate with colleges, universities and technical schools as well as with their local legislatures and the public in a sustained determination and a cooperative effort to regain lost ground."

With NBC the heavy winner, broadcasting awards went to:

In television, *Wide, Wide World* (NBC)



And in *36 key secondary markets* with more than $11,000,000 in retail sales! Decoy is a new kind of crime show saluting New York's women law enforcement officers. Produced by ◭Pyramid Productions.
For new sales power in *your* market, call:

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Buffalo
Milwaukee
Dallas-Ft. Worth
Miami-Ft. Lauderdale
Seattle
Denver
Indianapolis
San Diego

was cited as the program "most illuminating the current scene" while *Father Knows Best* (NBC) was named as the show "best portraying the American heritage." The *Bell Telephone Science Series*, "Our Mister Sun," "Hemo the Magnificent" (both CBS) and "The Strange Case of the Cosmic Rays" (NBC), was named as the best science television program for youth. In radio, NBC's *Biographies in Sound* was chosen as the program "best portraying America," while NBC-owned WMAQ Chicago's *Carnival of Books* was picked as the best children's radio program.

KING-TV Seattle was named "the television station that best served youth" in 1957 and KVOO Tulsa was named "the radio station that best served youth." Each won for a high school senior in its community an Edison scholarship of $1,000.

No awards were made to the best children's program in tv or the best science radio program for youth "because of the scarcity of quality radio and television network programs in these fields," the foundation explained.

Four Co-Winners to be Selected In Voice of Democracy Contest

Four national co-winners in the 11th annual Voice of Democracy contest will be selected by a committee of 12 outstanding Americans. Sponsoring the contest are NARTB, Electronics Industries Assn. (formerly RETMA) and U. S. Junior Chamber of Commerce.

The four winners will receive Washington trips and $500 scholarships. Awards will be given Feb. 8-10 during the Washington ceremonies.

National judges are Henry Cabot Lodge Jr., U. S. ambassador to the UN; Adm. Arleigh Burke, chief of naval operations; Sen. Charles E. Potter (R-Mich.); E. Roland Harriman, chairman, American National Red Cross; Dr. W. R. G. Baker, president, EIA; Charles E. Shearer, president, U. S. Junior Chamber of Commerce; Dr. R. Hurst Anderson, president, American U.; Ernest Swigert, chairman of the board, National Assn. of Manufacturers; Rabbi David H. Panitz, Temple Adas Israel, Washington; Mrs. William T. Mason, honorary president, National Council of Negro Women; Mrs. John G. Lee, president, League of Women Voters of the U. S., and Deborah Allen, Radcliffe College, who was one of the 1956-57 contest winners.

WLW AWARD-WINNING *radio ads for trade paper advertising are viewed by (l to r) Lawrence Zink, artist for Ralph H. Jones Co.; Robert E. Dunville, president of Crosley Broadcasting Corp., and Jack Frazier, director of the Crosley client service department.*

Crosley's WLW Wins Top Award In Trade Paper Ad Competition

Crosley Broadcasting Corp. emerged with the top medal award and a merit citation for trade paper advertisments in the silver anniversary competition of the Art Directors Club of Chicago. The awards were won by Crosley's WLW Cincinnati, with Ralph H. Jones Co. as agency. Art director for Crosley on the three honors was Lawrence Zink.

WBNS-TV Columbus, Ohio, also received a merit award in the same category and under the broad heading of "complete unit design." Art director of WBNS-TV is R. J. Meyer and the award was produced by Maurice Mulloy Inc., Columbus.

Special tv awards were presented to Edward H. Weiss and Co. (Lee King, Jerry Joss) for Purex Corp's Sweetheart soap for film commercials, live technique; Ray Patin Productions (Richard Van Benthem), for Authority Labs, film commercials, full animation; Foote, Cone & Belding (Barney Palmer), for Perkins Products Co.'s Kool-Shake, combination live and animation commercials.

Cinderemmy Finalists Chosen

Five finalists emerged last week in the "Miss Cinderemmy" contest to select the most beautiful and charming girl working behind the camera in tv, who will be queen of the New Year's Eve ball of the Television Academy of Arts & Sciences and her court. They are Carol Chaka, secretary at Warner Bros.; Rochelle Greenblat, receptionist at McCadden production; Mary Horwitz, administrative assistant at CBS-TV; Terry Alice Sinele, secretary, KTLA (TV) Los Angeles; Betty Teasley, secretary, CBS-TV. Identity of the queen will not be revealed until New Year's Eve.

30 Broadcasters Cited In Farm Safety Awards

NBC and the Rural Radio Network, along with 6 tv and 22 radio stations, are recipients of the National Safety Council's 1956-57 non-competitive public interest awards for farm safety. The council also has announced details of its 1957 competitions for general service to safety and for highway safety.

The farm awards were announced at the banquet of the National Assn. of Tv & Radio Farm Directors Dec. 1 and will be presented individually to the winning networks and stations in succeeding weeks. They were conferred for "outstanding" activities during National Farm Safety Week last July and for "exceptional service" to farm safety during a preceding 12-month period.

Television station recipients are WKJG-TV Fort Wayne, Ind.; KOMU-TV Columbia and KFEQ-TV St. Joseph, both Missouri; WSJS-TV Winston-Salem, N. C.; WKY-TV Oklahoma City, Okla., and WICU (TV) Erie, Pa.

Radio outlets cited: WMIX Mount Vernon, Ill.; WKJG Fort Wayne and WIBC Indianapolis, both Indiana; WHO Des Moines, Iowa; WBAL Baltimore, Md.; WHDH Boston; WHFB Benton Harbor and WKAR East Lansing, both Michigan; KLIK Jefferson City, KMMO Marshall, KFEQ St. Joseph and KWTO Springfield, all Missouri; WHEC Rochester and WGY Schenectady, both New York; WSJS Winston-Salem, N. C.; WLW Cincinnati and WRFD Worthington, both Ohio; KOAC Corvallis, Ore.; WNAX Yankton, S. D.; WNOX Knoxville, Tenn.; KIMA Yakima, Wash., and CHAB Moose Jaw, Saskatchewan, Canada.

Serving as judges were Milton Bliss, agricultural representative, WMAQ Chicago; Creston Foster, information director, American Farm Bureau Federation; Maynard Coe, NSC farm division director, and C. L. Mast, secretary-treasurer, American Agricultural Editors' Assn.

Entries for 1957 awards (general exceptional service to safety) now are being accepted by the National Safety Council for the 10th consecutive year. The council also will administer once again the competitive Alfred P. Sloan radio-tv awards for highway safety, with eligibility extending only to recipients of its public interest citations in radio-tv-advertiser categories.

Deadline for public interest award entries has been set for Feb. 1, 1958. Other categories include advertisers, daily and weekly newspapers and syndicates, consumer and trade magazines and outdoor advertising companies. Entries will be accepted from interested parties themselves or "any logically associated group or individual." Blanks are available from the National Safety Council at 425 N. Michigan Ave., Chicago. Media representatives will

Test Pattern

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Programming Begins January 1, 1958

WMBD TV

Illinois' 2nd Market

CBS

Peoriarea

1 MILLION WATTS

Complete Broadcast-Day operations with full studio facilities beginning December 15. CBS-TV programming on the air January 1.

More than 25 new CBS-TV programs will be seen by the 187,000 television homes in *the* Peoriarea.

For top network adjacencies and the BEST in news, sports, and feature program availabilities . . .

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Robert M. Riley
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or
Peters, Griffin, Woodward, EXCLUSIVE NAT'L REPRESENTATIVES

comprise two boards of judges, one serving for radio-tv-advertisers.

The council will administer the highway safety awards for radio and television at the request of the Alfred P. Sloan Foundation, with a special jury judging the entries.

Milk Producers Cite Timmons

Jack Timmons, farm director of KWKH Shreveport, La., took first prize in the Spotlight on Dairying Contest staged by the National Milk Producers Assn. among radio farm directors. Presenting a plaque and $100 award to the winner at the association's Washington headquarters, E. M. Norton, president, praised Mr. Timmons' skill in presenting farm economic information. Second prize, $50 and a plaque, went to Norman Kraeft of WGN Chicago.

AWARD SHORTS

WKY-AM-TV Oklahoma City, received award from American Meteorological Society for outstanding handling of severe weather coverage.

WNBC (TV) New Britain, Conn., received citation from Greater Hartford, Conn., and National Assns. for Mental Health, for "rendering outstanding service . . . [to] Mental Health Funds of 1956 and 57."

League of Advertising Agencies announces its second annual "Outstanding Advertising Awards." Categories include: best radio presentation (spot or program); best television presentation (spot or program); best sales promotion campaign; best salesmen's portfolio; best package design, and trade publication campaign.

Art Linkletter, host of CBS-TV's *House Party*, received plaque from California Teachers Assn. for, "Outstanding service as radio-tv chairman for Education Week Nov. 10-16." Mr. Linkletter, also received George Spelvin Award from Masquer's Club, Hollywood, Nov. 15, for his humanitarian work with children.

E. L. (Hank) Shurmur, newsreel cameraman, WWJ-TV Detroit, received first place award in photographic section of annual Newspaper-Radio-Tv Awards from Detroit Police Officers Assn. for making outstanding contributions to public information via news media.

Dorman D. Israel, executive vice president, Emerson Radio & Phonograph Corp., Jersey City, N. J., received award from administrative committee of I. R. E. Professional Group on Broadcast and Tv Receivers Nov. 12 for, "inspiration, leadership and devoted effort to PGBTR."

WFMY-TV Greensboro, N. C., received Dept. of Defense Reserve award Nov. 4 for encouraging its employes to "participate in reserve activities . . . and making available its tv facilities for the dissemination of information regarding reserve activities."

Madelyn Pugh Martin, writer, *I Love Lucy* tv series, given Woman of Achievement award by Theta Sigma Phi, national journalistic sorority.

1 KW NOT ENOUGH FOR ALL LOCALS

- **FCC proposal far short of needs, Class 4 comments say**
- **Community Assn. asks increase at night as well as day**

Local radio stations plumped for more power last week—and many Class 4 outlets told the FCC in no uncertain terms that its proposed rule-making to permit them to boost their daytime power to 1 kw (from the present 250 w ceiling) was too modest, and falls far short of their true needs.

The FCC docket (No. 12064), already stuffed with Congressional correspondence urging fast action, was expanded to a total of more than 150 separate comments, not counting inquiries. The deadline for comments was last Monday with the tally about four-to-one in favor of power hikes.

Last June the FCC issued a notice of proposed rule-making to permit Class 4 stations to boost maximum power from 250 w to 1 kw, daytime only. It also provided that directional antennas be used where necessary. The Commission made it clear that applications for such power increases would be considered (only) on a case-by-case basis.

The Community Broadcasters Assn., representing almost 500 class 4's out of more than 900 on the air, declared that the Commission plan doesn't go far enough and fails to come to grips with the "economic plight" of low power stations. The association—among other dissatisfactions—is specifically disturbed over the FCC's failure to provide for a nighttime power increase. Such a move, it said, would definitely produce a better signal-to-noise ratio.

Another Community Broadcaster concern is FCC thinking on the need for approval on a case-by-case basis. To the contrary, the association feels that power hikes should be for all—across-the-board and horizontal. It said a selective method would benefit only the few stations who would be able to take advantage of it, whereas permission for all would mean improved service for more viewers with some adjacent channel interference to a mere handful.

Community Broadcasters added that the directional antenna requirement would be a very real problem for class 4's because of the expense involved. Besides, it said, their use would too often require new transmitter sites outside of town thus reducing the strength of many nighttime signals.

American Broadcasting Network, affiliated with 137 Class 4 stations, was also skeptical, noting that it is "uncertain whether rules presently proposed . . . will produce significant improvement in class 4 station coverage."

The Clear Channel Broadcasting Service supported the FCC proposals with maintenance of current interference standards on a case-by-case basis. It opposed, however, any possible infringements on the present normally protected contours of other am stations. It stated that if all the Class 4's went up in power "by the same factor," there would be better service without an increase of interference.

Opposition to the FCC plan was meager. For the large part, this attitude stemmed from the implied threat of additional competition from Class 4's moving into regional markets, or, from Class 4's themselves, happy with their present lot, but unwilling to go to the expense of further equipment. Here are some representative hostile comments:

WMYR Fort Myers, Fla. (1410 kc, 5 kw day, 500 w night) said the move will be "at the expense" of those on regional or clear channels. WIBB Macon, Ga. (1280 kc, 1 kw day) said there will be "interference from in-town stations". KGKO Dallas (1480 kc, 5 kw day, 500 w night) noted the move will be to "the detriment of Class 2 and 3 service". WKVA Lewiston, Pa. (920 kc, 1 kw day) cited an adjacent frequency problem and added that "the cry of economic hardship (from Class 4's) . . . seems hollow indeed". KFFA Helena, Ark. (1360 kc, 1 kw) stated it would suffer economic injury from a hike.

But one regional outlet, WCRB Boston (1330 kc, 5 kw day, 1 kw night) took a different tack, and told the Commission to go ahead with its proposal while asking for higher powers for its own operation.

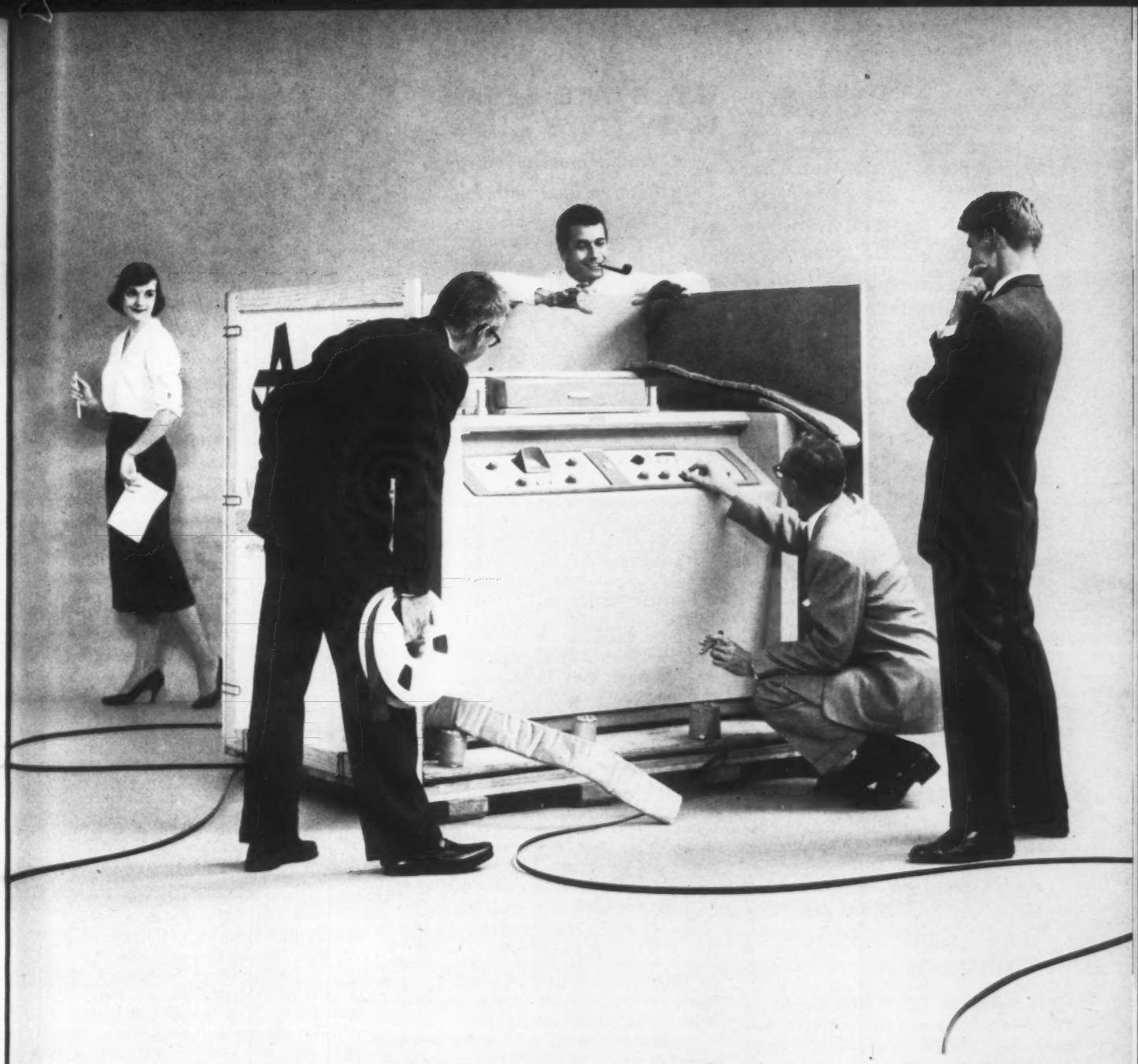
One local station—KELY Ely, Nev., touched on the sentiments of other community stations, on whose behalf the rule-making proposal is designed, when it referred to nighttime interference. This problem could arise, as noted, for those locals obliged to move to an out of town transmitter site and in so doing reduce the strength of their own signals back to the community involved.

Other locals said the proposal is "grossly unfair" to those who, for reasons beyond their control, can't take advantage of the hikes, presumably for financial, terrain and other reasons. Still others noted that those Class 4's near the Mexican border would not be able to apply for the increase.

For example, KCRT Trinidad, Colo., stated that it could not afford the cost of changing equipment. WCRS Greenwood, S. C., also was concerned with new directional gear. And WVOS Liberty, N. Y., yet another local, said it "might be directionalized away from a desirable area which (it and other Class 4's) now cover." KGEK Sterling, Colo., said such rule-making would defeat the very purpose for which Class 4's were established, that is, to provide true community service for local coverage only.

Other opposition came from: KLBM La Grande, Ore., KITI Chehalis, Wash., KBCS Grand Prairie, Tex., KGVL Greenville, Tex., WJAT Swainsboro, Ga., WFUR Grand Rapids, Mich., WAIN Columbia, Ky., WORX Madison, Ind. and others.

Here are the stations who supported the proposal, with or without modifications: WCLO Janesville, Wis.; WEND Baton Rouge, La.; KBEN Carrizo Springs, Tex.; WHAN Charleston, S. C.; KNOC Natchitoches, La.; WOSH Oshkosh, Wis.; WMIN



Pushbutton TV recording has arrived!

Independent and Network stations are now taking delivery on Ampex "Videotape"* Recorders, and the long expected "quality" revolution is here. For they record the full, linear grey scale on magnetic tape — and playbacks look **live!**

Pushbutton operation too! Handle like standard tape recorders. Tape travels only 15 inches per second, packing 64 minutes of picture and synchronized sound into a 12½" reel. Has all the advantages and **economies** of tape recording, too... tapes can be played back immediately, or re-used again and again.

You can now buy the "Videotape"* Recorder, and all other Ampex professional equipment, on a factory-direct basis. For complete information, write to the address below.

YOU BENEFIT BY DEALING DIRECT

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St. Paul, Minn., KUNO Corpus Christi, Tex., WCOS Columbia, S. C., KSOX Raymondville, Tex., WSBC Chicago, KISD Sioux Falls, S. Dak., WKEU Griffin, Ga., WFPA Fort Payne, WAUD Auburn, both Alabama, KVEN Ventura, Calif., WTON Staunton, Va., KAYS Hays, Kan., KVNI Coeur d'Alene, Idaho, WEPM Martinsburg, W. Va. and WINN Louisville, Ky.

Others: WMFJ Daytona Beach, Fla., WQXT Palm Beach, WPKE Pikeville, Ky., KOSF Nacogdoches, Tex., WSFB Quitman, Ga., WMBO Auburn, New York, WBEJ Elizabethton, Tenn., KSAN San Francisco, WSTC Stamford, Conn., WJBC Bloomington, Ill., Midwestern Broadcasting Co. (four stations), WKOK Sunbury, Pa. WATS Sayre, Pa., WGGS Gainesville, Fla., WOND Pleasantville, N. J., WDSR Lake City, Fla., WTKO Ithaca, New York, KFLY Corvallis, Ore., WASK Lafayette, Ind., WKNY Kingston, New York, WKXL Concord, N. H., WJET Erie, Pa. and WCBI Columbus, Miss.

Others: KWBE Beatrice, Neb., WHLF South Boston, Va., WSIV Pekin, Ill., WLHR Athens, Tenn., WKLV Blackstone, Va., WCMC Wildwood, N. J. WSPB Sarasota, Fla., WGAP Maryville, Tenn. WHUN Huntingdon, Pa., KPRS Kansas City, Mo., WGNC Gastonia, N. C., WDAD Indiana, Pa., WMAJ State College, Pa., WJOB Hammond, Ind., KORE Eugene, Ore., WFAS White Plains, N. Y. KPAL Palm Springs, Calif., KVFD Fort Dodge, Iowa, WHTC Holland, Mich., WJLB Detroit, WIBM Jackson, Miss., WDBQ Dubuque, Iowa, WINA Charlottsville, Va., WJET Hagerstown, Md., WJLB Detroit, WIBM Jackson, Mich., WGIL Galesburg, Ill., WBRE Wilkes-Barre, Pa., WNBH New Bedford, Mass. and WAML Laurel, Miss.

Others: WOPI Bristol, Tenn.-Va., WLAG La Grange, Ga., KLIZ Brainerd, Minn., WJOL Joliet, Ill., KSUE Susanville, Calif., KFOR Lincoln, Neb., WJMC Rice Lake, Wisc., WJIM Lansing, Mich., WJNC Jacksonville, N. C., WERI Westerly, R. I., KTTS Springfield, Mo., WHGB Harrisburg, Pa., KCOW Alliance, Neb., WKOK Sudbury, Pa., KWHW Altus, Okla., WSTC Stamford, Conn., WSRS Cleveland, WSTV Steubenville, Ohio, WKIP Poughkeepsie, New York, WHFC Cicero, Ill. WHLB Virginia, and WMFG Hibbing, both Minnesota, WGWC Selma, Ark., WIMB Brookhaven, Miss., WBAC Cleveland, Tenn., WNOR Norfolk, Va. and others.

N.Y. STATE SEEKS WATV (TV)'S CH. 13

- **Would meet NTA's price**
- **Petition filed with FCC**

The State of New York last week put in a bid for ch. 13 WATV (TV) Newark, N. J., which transmits from the Gotham's Empire State Bldg.

The move came almost two months after it was announced that WATV and its sister stations, WAAT-AM-FM, had been sold for $3.5 million to National Telefilm Assoc. [AT DEADLINE, Oct. 7]. This application is pending FCC approval. Ch. 13 is the only vhf assigned to New Jersey.

In a petition for rule-making filed with the FCC last Thursday, the Board of Regents of the University of the State of New York (the state's educational governing body) asked that ch. 13 be made a reserved educational channel in New York.

It said it would immediately apply for the facility and indicated that it would accept a grant requiring operation by Sept. 30, 1958.

WATV would be reimbursed, the New York petition declared. At a news conference in New York, Jacob L. Holtzman, chairman of the New York Regents Board, indicated that the NTA price for the ch. 13 station would be met. He insisted that the board was prepared to pay the station owners "a fair price" for the tv station, and that WAAT-AM-FM would be acquired by the board if necessary, although its interest is solely in tv.

New York State holds construction permits for seven educational tv stations throughout the state, all uhf. The grants were made in 1952, but none built.

In New York City, the state holds a cp for ch. 25.

The board declared in its petition that an educational station is needed in New York, but that it must be vhf, since New York is an all-vhf metropolis.

It added that in the light of the pending sale of WATV, "an opportunity is now presented, perhaps the only opportunity that will ever be presented, for converting a vhf channel in the New York City area to educational use without injury, financially or otherwise, to an existing licensee.

In referring to paying for the station, the petition said the board would be willing to accept a condition "that the present operators of television station WATV shall not be the losers by reason of the withdrawal of the channel from commercial use."

At the news conference, Mr. Holtzman said the New York State legislature would be asked for funds to finance the purchase. He expressed the view that the legislature would approve this request. In case of rejection, the money would come "from other sources," he declared. He declined to elaborate, but acknowledged that there have been informal talks with representatives of various foundations.

Mr. Holtzman also acknowledged that the board has tried and will continue to try to work out some arrangement with New Jersey officials (ch. 13 is officially assigned to Newark, N. J.) for a possible bi-state agency to operate the educational outlet.

A spokesman for NTA declined to comment specifically on the New York Regents' move, but claimed that the company has "an ambitious educational project" scheduled for WATV. He said plans envision the creation of a "true television university" in cooperation with leading universities and educational groups in the New York area.

N. J. Uhf Grantee Takes Fight For Ch. 3 to Court of Appeals

WOCN (TV) Atlantic City, N. J., a ch. 52 grantee, has asked the U. S. Court of Appeals in Washington to force the FCC to move ch. 3 from Philadelphia to Atlantic City. In an appeal from the Commission's Sept. 30 denial of its Feb. 27 petition to make this move, the uhf permit holder last week asked for a review of the Commission's action.

WOCN claimed that the FCC discriminates against New Jersey in that the state has only one vhf assignment—and it is held by ch. 13 WATV (TV) Newark, N. J. (in the New York area). New York has 14 vhf and 57 uhf allocations and Pennsylvania 11 vhf and 48 uhf assignments. New Jersey, ranking eighth in population, virtually has no vhf assignments, WOCN said, and is blanketed with vhf signals from New York and Pennsylvania. This conflicts with Sec. 307(b) of the Communications Act which requires that frequencies be apportioned equitably among the states and communities, WOCN claimed.

NBC-owned WRCV-TV Philadelphia is licensed on ch. 3 there.

SP Showing to FCC Delayed

Subliminal Projection Co. which was expected to demonstrate subliminal perception to the FCC before the Christmas holidays [CLOSED CIRCUIT, Dec. 2], last week verbally informed the Commission that it would be unable to display its method "at this time." Reason for the delay, SP Co. told the Commission, are technical and staff problems and organizational reasons.

The Commission now hopes to hold such a demonstration, which also will be viewed by members of Congress and the press, sometime after Jan. 1. Closed-circuit facilities for the showing have been offered by WTOP-TV Washington.

James Middlebrooks, KING Broadcasting Company's Director of Engineering, (r) readys KING's new videotape equipment for the on-air premiere.

KING-TV has it first . . . again!

Now, the big benefits of Ampex Videotape Recording are at your service at KING-TV!

The Pacific Northwest's first station was the nation's first to receive the new recorder. And KING's sister station, KGW-TV in Portland, was the second.

They're both in operation today, making fast and fluff-less "live" commercials for you.

This was not KING's first "first." It all happened, in fact, just as KING began its tenth year of being first in audience, first in facilities and first in programming.

It's another reason why the northwest – and the nation's time-buyers – count on KING. The man from Blair has all the facts for you.

FIRST IN SEATTLE | **TACOMA**

ABC—Channel 5
100,000 Watts

KING-TV

ASK YOUR BLAIR TV MAN

Associated with Radio KING, Seattle; KGW-TV, KGW Radio, Portland, Oregon

The gait for '58

Along about this time every year, business predictions for the next 12 months crackle on the air waves.

We hear of slumps—of a new boom—and we are told of a "sideways" course which we guess means not much change. Take your choice.

Our choice is that competent broadcasters are going into the New Year with favorable earnings prospects. There will be more competition for the advertiser's dollar, so some stations will have to run faster to stand still.

We don't subscribe to the talk that all TV and radio property values are going to tumble. Asking prices will be under closer scrutiny, but a solid station with a good record will always be worth its hire.

Most of us had a good year in 1957, and 1958 will be just what 172,000,000 Americans, acting calmly and confidently, want to make it.

We intend to do our part by resolving honest broadcast worth for all concerned when buyers and sellers meet.

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Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON	**1625 Eye Street N.W.**	**NAtional 8-1990**
NEW YORK	**60 East 42nd Street**	**MUrray Hill 7-4242**
CHICAGO	**35 East Wacker Drive**	**RAndolph 6-6760**
DENVER	**1700 Broadway**	**AComa 2-3623**

MOBILE RADIO USERS MULL SPACE SQUEEZE

- **Tv, fm channels mentioned**
- **IRE session held in D. C.**

Vehicular communications stalwarts held a two-day conference in Washington last week—and very delicately and only in one meeting was any indication given they covet some of television's and fm's frequencies.

References to broadcasting frequencies were elliptical and the meeting, sponsored by the Professional Group on Vehicular Communications of the Institute of Radio Engineers, was a panel discussion on mobile radio and spectrum space.

Daniel E. Noble, Motorola Inc. vice president, made two comments that mentioned broadcasting frequency space. If a tv channel is not being used somewhere, he said, maybe it could be used by some other service. At another point he said that television was not using all the spectrum space it was allocated. Mobile users are crying for more space; therefore, he said, "It is reasonable to believe that where channels are not being used they will be allocated to those who need them."

Mason S. Collett, Atlantic Refining Co. and chairman of the Petroleum Institute's communications committee, said it was hard for him to understand why the mobile bands are so crowded while tv's uhf bands are so little used. He made it plain that the petroleum industry is not asking the FCC to take away space from television, but that he was sure when the FCC weighed the needs of the mobile users and found they needed more space, the Commission also would realize there is unused tv space available. Mr. Collett also suggested that mobile services should not be required to expand above 890 mc while tv's uhf band (470-890 mc) is not fully used.

One lone voice admonished the mobile experts that they were not efficiently using their present space, and probably did not require additional frequencies. This was C. M. Jansky Jr., Washington consulting engineer. Mr. Jansky urged greater efficiency in the use of present frequencies, particularly in the maritime services. He also stressed the need for continued, intensive use of fm in the maritime's vhf bands, and called for multichannel equipment to utilize space to the utmost.

Another reference to broadcast space was Mr. Collett's allusion to the 72-76 mc mobile band as "almost useless" because of the restrictions placed on users to protect chs. 4 and 5 from interference. Chs. 4 and 5 are on either side of this mobile band.

Mr. Noble foresaw the future of mobile services in the use of single sideband systems. He also strongly urged a new approach to allocations—geographic assignments using computers to maintain the "discipline of assignments." He acknowledged that this principle could be extended to include all assignments, broadcast as well as non-broadcast.

This has been broached before. It is predicated on the assumption that if a tv channel or other "block" assignment is not being

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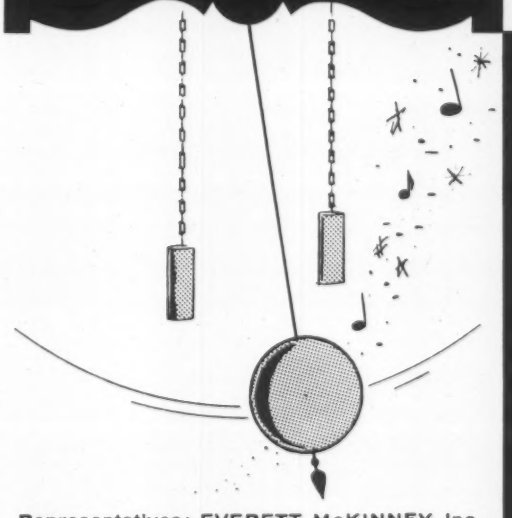


1460 on the dial

WHEC

The Station LISTENERS Built!

CBS BASIC

Representatives: EVERETT-McKINNEY, Inc.
New York, Chicago, Los Angeles, San Francisco

used in some locality, the frequency could be used by another service.

Mr. Noble also called for a general study of all allocations, both government and non-government. The present allocations formula —where FCC decides civilian assignments and the Interdepartmental Radio Advisory Council the government channels—is "obsolete," Mr. Noble declared. Congress should order and direct such a study, he said, and the result should be a 20-year program.

Electronic Industries Assn. has such a project under way. EIA's board of directors voted to sponsor such a massive spectrum re-evaluation last month.

In an oblique reference to what was in many minds at the meeting, Francis Ryan, AT&T, showed a chart indicating that broadcasting has 60% of the spectrum space in the area between 25 mc and 890 mc, with government 25%; amateurs 4%; mobile and safety .3%; citizens radio 1%, and common carrier 1%.

Edward W. Allen Jr., FCC chief engineer, stated the Commission has no plans to reassign any frequencies in its current 25-890 mc study, and that after studying the voluminous comments [GOVERNMENT, Dec. 2] the Commission decides to make any changes, notices of proposed rule-making would have to be issued, comments and rebuttals received, oral argument held and other safeguards followed.

The panel was moderated by former FCC Comr. Edward M. Webster.

The two-day meeting attracted 300 registrants, who heard more than a dozen papers on mobile equipment and systems. They also heard Curtis B. Plummer, chief of the FCC's Safety and Special Radio Services Bureau, on how the FCC operates in the vehicular field, and Warren E. Baker, FCC general counsel, on FCC procedures. It was agreed that mobile communications use would increase three to five times its present level (1 million authorizations, 200,000 applications yearly) in the next few years. Mobile Services use 30 mc, 40 mc, 150 mc and 450 mc bands. John J. Renner of Jansky & Bailey Inc., Washington communications engineers, was conference chairman.

FCC Proposes Texas Ch. 11 Move

The move of ch. 11 from Galveston to Houston was proposed by the FCC last week, with comments requested by Jan. 3, 1958. The Commission rulemaking was in response to a request by ch. 11 KGUL-TV [GOVERNMENT, Oct. 28], asking permission to put its main studio in Houston and maintain secondary facilities in Galveston.

The cities are 21.5 miles apart, city limit-to-city limit, KGUL-TV said. Two years ago, the station received FCC permission to move its transmitter closer to Houston after vigorous objections on the part of Houston's KPRC-TV and KTRK (TV). KGUL-TV is 90% owned by J. H. Whitney & Co.

Langer Moves to Enlist Support Of Both Houses in Pay Tv Fight

In the latest move in his fight agair pay tv, Sen. William Langer (R-N.D.) ha sent a copy of the measure he plans to in troduce next month to other senators an representatives asking them to support and cosponsor the bill banning pay tv.

Sen. Langer's office said last week tha the bill is designed to ban closed-circuit or wired pay tv such as the Bartlesville, Okla., operation and others in the planning stage. In seeking the support of other lawmakers, Sen. Langer cited the results of his own pay tv poll in Bartlesville [PROGRAM SERVICES Nov. 11], as well as several other polls [EDITORIAL, Dec. 2, *et seq.*], all showin that a large majority of the public is against paying to watch a tv program. The bill would add a new section to the Communications Act of 1934, as follows:

"Sec. 508 (a) It shall be unlawful for any person to impose or attempt to impose, either directly or indirectly, any toll, fee, subscription, or other charge on the general public for the privilege of viewing television programs in private homes until such person has been so authorized by the Commission subsequent to the date of the enactment of this section.

"(b) The Commission shall not authorize or permit the imposing of any such toll, fee, subscription or other charges referred to in subsection (a) of this section until it is authorized to do so by a law enacted after the date of enactment of this section. . . ."

Schildhause Returns to FCC

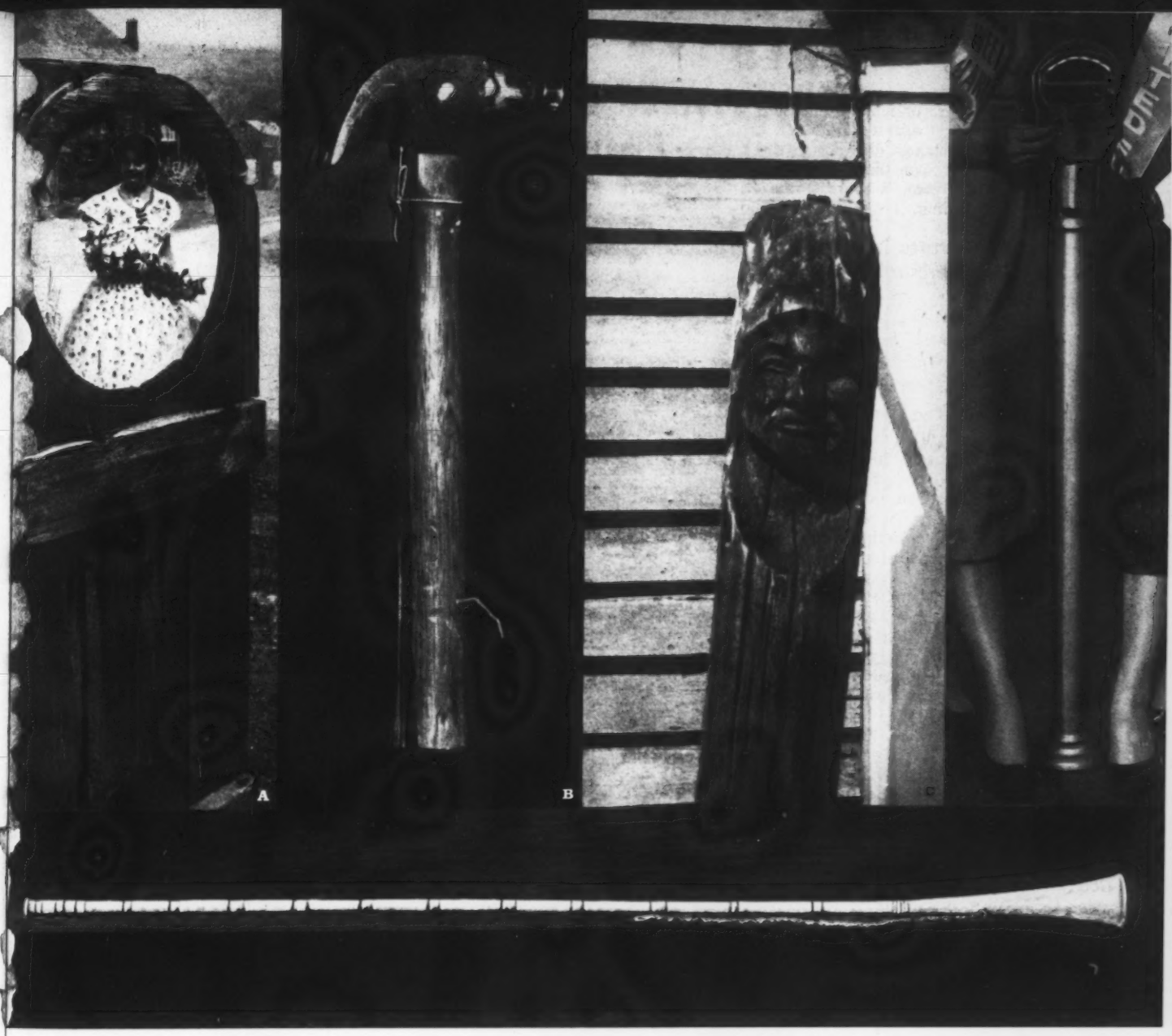
Sol Schildhause, former chief of the FCC Broadcast Bureau's renewal branch, has returned to the Commission as a hearing attorney. He left the Commission in November 1956 to become manager of KOMA Oklahoma City, in which he had purchased 14.24% ownership. Last spring, Mr. Schildhause sold his stock to Meyer Feldman, one of five partners in the station [STATIONS, May 27].

Panel Approves Moline Tower

The Air Space Panel of the Air Coordinating Committee last week recommended FCC approval for a 1,043 ft. above-ground tower to be built by Tele-View News Co., one of four applicants for ch. 8 Moline, Ill. Tele-View News is owned by local businessmen, who have an interest in the publication of *Tv Guide*. The other applicants for the ch. 8 grant are Community Telecasting Corp., owned by Mel Foster (25% owner of KSTT Davenport, Iowa) and associates; Midland Broadcasting Co., owned by H. Leslie Atlass Jr. (40%) and others, and Illiway Television Inc., owned by Stanley H. Guyer (20%) and others.

GE Held to Transmitter Limit

The FCC has turned down a GE petition to permit fixed operational non-broadcast stations in the 72-76 mc band less than 10 miles from tv station transmitters on chs. 4 and/or 5. Present rules require 72-76 mc.



How well do you know the Boston market?

Knowing your product, it's said, is one of the basic rules of selling. Just as important—especially when advertising your product—is knowing the people you're trying to sell. The above pictures should test your knowledge of Boston's people, places and things.

A. Sweetheart Gate, Charlemont, Mass., where many early American residents "plighted their troth."

B. Exhibit B in a court trial. This is only one piece of evidence that's been proving the popularity of WEEI's Mystery Theater. The new program block features two mystery shows a night, Monday through Friday, 10:00 to 11:00 pm.

C. Wood carving in front of an antique store, Old Marblehead, Mass.

D. Two models doing someone a favor—but asking one in return. It's part of a drive being conducted in Boston by WEEI along with the Hart Model Agency on behalf of the United Fund Campaign. The girls save parking violators a fine, leave a letter of explanation and suggest a donation to the fund.

E. Greek trumpet in ivory and bronze, 5th Century B.C., Museum of Fine Arts, Boston.

Every city has its own special character. Some think of Boston as conservative; others, as quiet but progressive. But most important, everyone knows that it's different.

WEEI Radio has been around Boston for over 33 years. WEEI knows the Bostonian—his brand loyalties and his buying habits. It's the one station in Boston that people hear, respect and trust. When your product is up for sale in Boston, call on the station that can deliver you customers. Call on WEEI Radio.

WEEI

stations to be 10 miles or more from the site of a ch. 4 or 5 broadcast transmitter, but also say that not enough data is known regarding siting closer than that. Allocated for fixed stations, 72-76 mc is between chs. 4 and 5 in the spectrum.

Hennings Recuperates in N. Y. Following Mild Cerebral Spasm

Sen. Thomas Hennings (D-Mo.), sponsor and co-author of the "clean elections bill" (S 426), collapsed at a Senate subcommittee hearing on juvenile delinquency in New York last Wednesday with what a hospital official described as a "mild cerebral spasm."

The senator was taken to Beekman-Downtown Hospital, and his office announced Thursday that he planned to remain in the hospital for "rest and quiet for a few days." His doctor, describing the senator's condition as "excellent," said the attack was brought on by "excessive fatigue and a virus infection."

The Senate Rules Committee, of which Sen. Hennings is chairman, favorably reported out the election bill last summer [GOVERNMENT, July 8]. Among other things, the bill would provide broadcasters relief from libel in political broadcasts, revise the current equal-time rules and increase the amount of money candidates may spend in election campaigns.

Supreme Court Review Sought In California Union Dispute

Machinery was set in motion last week to obtain a review by the U. S. Supreme Court of the California Supreme Court decision that state courts have the authority to enjoin employers of musicians in California from sending money out of the state for payments to the music performance trust fund of the American Federation of Musicians [PERSONNEL RELATIONS, Nov. 11].

The California decision favored efforts of members of AFM Local 47 in Hollywood to upset the union requirement that makers of films and recordings may not employ AFM members without making payments to the trust funds. In seeking a further review, the decision is being contested by the AFM and O'Melveny & Myers, attorneys for CBS, NBC, RCA, California National Productions, Paramount Productions and Capitol Records.

Lee Criticizes Three Stations

Three radio stations received license renewals from the FCC last week but got a verbal spanking from FCC Comr. Robert E. Lee. Mr. Lee, who voted to send each of the three stations McFarland letters to indicate the necessity of a hearing, said that in one case he figured the station was broadcasting 17 spots an hour on a 24-hour basis, or 22.5 spots per hour on a more normal 18-hour day. In another case, Mr. Lee said he noticed that the station programming indicated some 15 minute segments with four minutes of "sell." "That's going too far," Mr. Lee said. The three stations are WCAW Charleston, W. Va., WEBB Dundalk, Md., and WQOK Greenville, S. C.

NATRFD Forum Hears Lee's Plea For NARBA

Hopes that daytime stations will follow the lead of clear channel outlets and withdraw opposition to pending NARBA and U. S.-Mexico radio agreements and that multiplexed fm can be used for civil defense communications were expressed by FCC Comr. Robert E. Lee in an address to the National Assn. of Tv & Radio Farm Directors Dec. 1 in Chicago (see page 50).

Comr. Lee noted the North American Regional Broadcasting Agreement and U. S.-Mexico treaty are before the Senate for ratification and said he feels both agreements "provide better opportunities for many daytime stations." He also declared that "the entire standard broadcast spectrum is endangered by our delays in ratification and implementation."

Comr. Lee cited the need for a good technical grade of service to farmers, claiming, "It is apparent that the farmer will continue to devote more time to listening than to viewing." He expressed a personal interest in fm and termed the resurgence of interest in the aural service "heartening."

"I feel that a national net of multiplexed fm stations may some day provide an ideal civil defense communications network, whereby civil defense information not intended for broadcast can be multiplexed on fm carriers and sent from station to station across the country, completely without the use of wire lines and congested central telephone terminals," Comr. Lee predicted. "When the day arrives that fm receivers are as common as automobiles, they will be of invaluable assistance in times of emergency."

Meanwhile, he pointed out, the Conelrad emergency alert system is in readiness in the event of enemy attack and "will make at least one fairly good grade of service available day or night to almost all areas of this country."

Comr. Lee felt large-city broadcasters can make the science of farming more attractive to urban youths. Another service radio and tv provide both city dwellers and farmers is protection from unscrupulous businesses. He cited a cooperative program between the St. Louis Better Business Bureau and local radio-tv stations as an example of such public service.

Comr. Lee also suggested broadly that "big city stations can expand their public service programming to encompass farm programming directed to the weekend farmer."

FCC Prepares Answers on Miami

The FCC announced last week that it has instructed its staff to prepare orders denying the petitions of South Florida Television Corp. and East Coast Television Corp. for reconsideration and rehearing of its June 21 revised decision upholding its 1956 grant of Miami, Fla., ch. 7 to Biscayne Television Corp. (now WCKT [TV]). Both petitioners were unsuccessful applicants for the Miami vhf channel. The Commission also instructed its staff to deny a petition by ch. 17 WITV (TV) Fort Lauderdale, Fla., for reconsideration of the Commission's June 21 order denying the Fort Lauderdale uhf's request that WCKT be forced to suspend operation and to reopen the ch. 7 hearing with WITV as an intervenor.

WHEC-TV, WVET-TV Application For Ch. 27 Rochester Dismissed

A joint application by WHEC-TV and WVET-TV, both Rochester, N. Y., for ch. 27 there was dismissed last week—almost two years to the day after the application was filed—at the request of the stations.

The Rochester outlets, sharetime operators on ch. 10, filed the uhf request Dec. 8, 1955. This action came after the courts, acting on the protest of WSAY Rochester, had remanded the ch. 10 decision back to the Commission for further study. At that time, Sec. 309 (c) of the Communications Act required that when a protest against an operating station was granted, the Commission had no choice but to order the station off the air.

However, in 1956, Congress amended the rules and left the decision of forcing a station off the air in such a case up to the FCC's discretion. The Commission, in turn, did not order WHEC-TV and WVET-TV to cease operating and has since issued a second decision reaffirming its original grant, made in 1953.

Disqualification of Competitor For Ch. 2 Asked by KTVI (TV)

KTVI (TV) St. Louis (ch. 2, temporary) has asked the FCC to dismiss the competing application of Louisiana Purchase Co. because almost 10% of the latter firm is owned by St. Louis Amusement Co. which, according to KTVI, is still after ch. 11, same city, in another proceeding. [GOVERNMENT, Dec. 2, Oct. 28.]

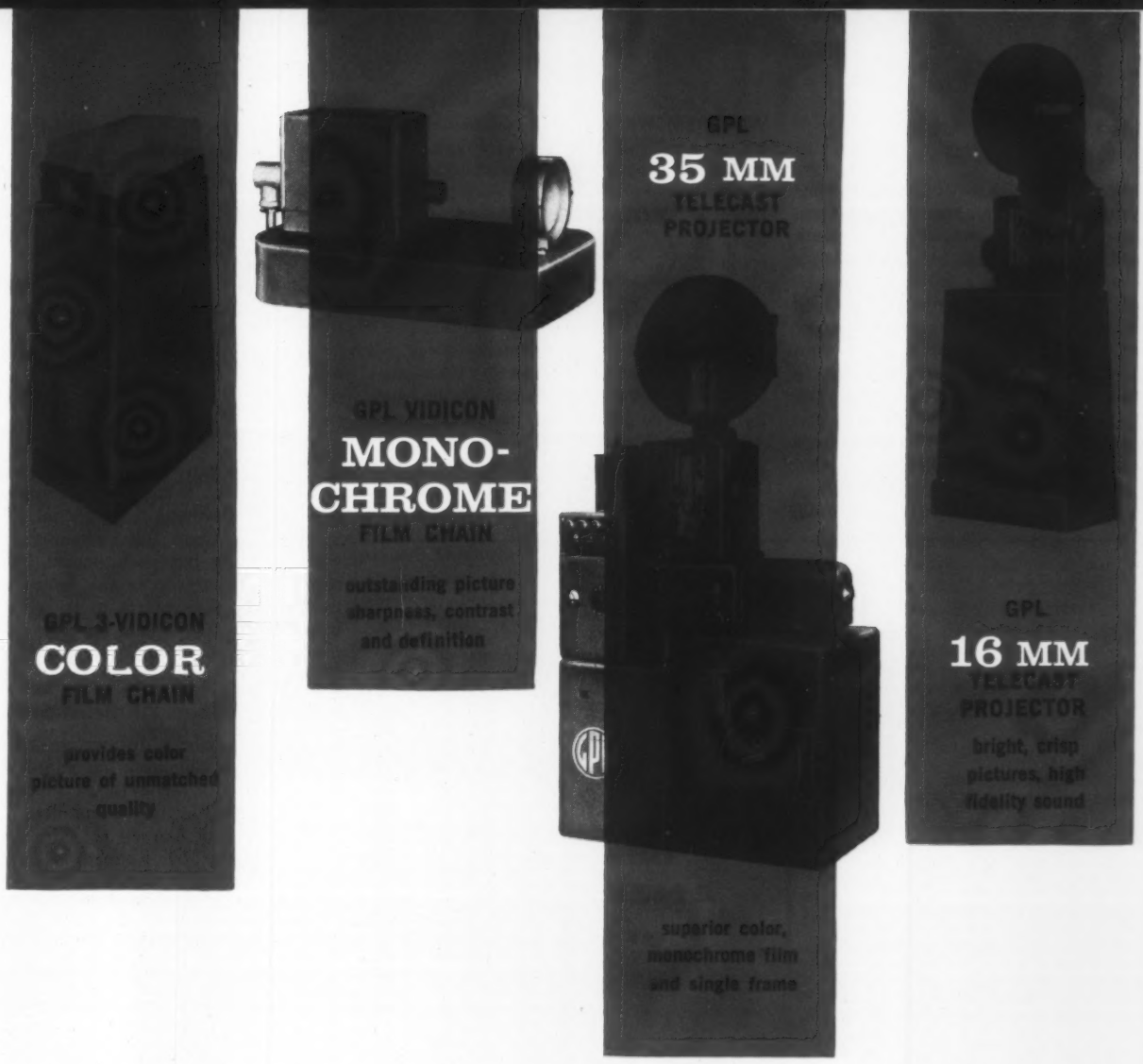
St. Louis Amusement, which once withdrew from the struggle for ch. 11, later unsuccessfully protested when winning applicant CBS simultaneously relinquished ch. 11 to 220 Television Inc. and bought KWK-TV on ch. 4. Because of this, KTVI claims that St. Louis Amusement is involved in multiple applications which are against Commission rules.

Louisiana Purchase says, however, that it has not been demonstrated that its stockholder, St. Louis Amusement, has actual standing as an applicant, and is expected to dispute the charge at either a Jan. 10 pre-hearing conference or at the actual hearing Feb. 28.

Jefferson Seeks Channel Shifts

Jefferson Standard Broadcasting Co. last week asked the FCC to allot it an additional vhf tv channel (8) at Greensboro, N. C., by taking ch. 8 from Florence, S. C., and moving ch. 13 to Florence from Charleston, S. C. Charleston, in turn, would get ch. 8, but for educational use.

Jefferson Standard is a wholly owned subsidiary of Jefferson Standard Life Insurance Co. and is the licensee of WBTV (TV) Charlotte, N. C., WBTW (TV) Florence, WBIG Greensboro, and owns a minority interest amounting to almost 17% of WFMY-TV Greensboro.



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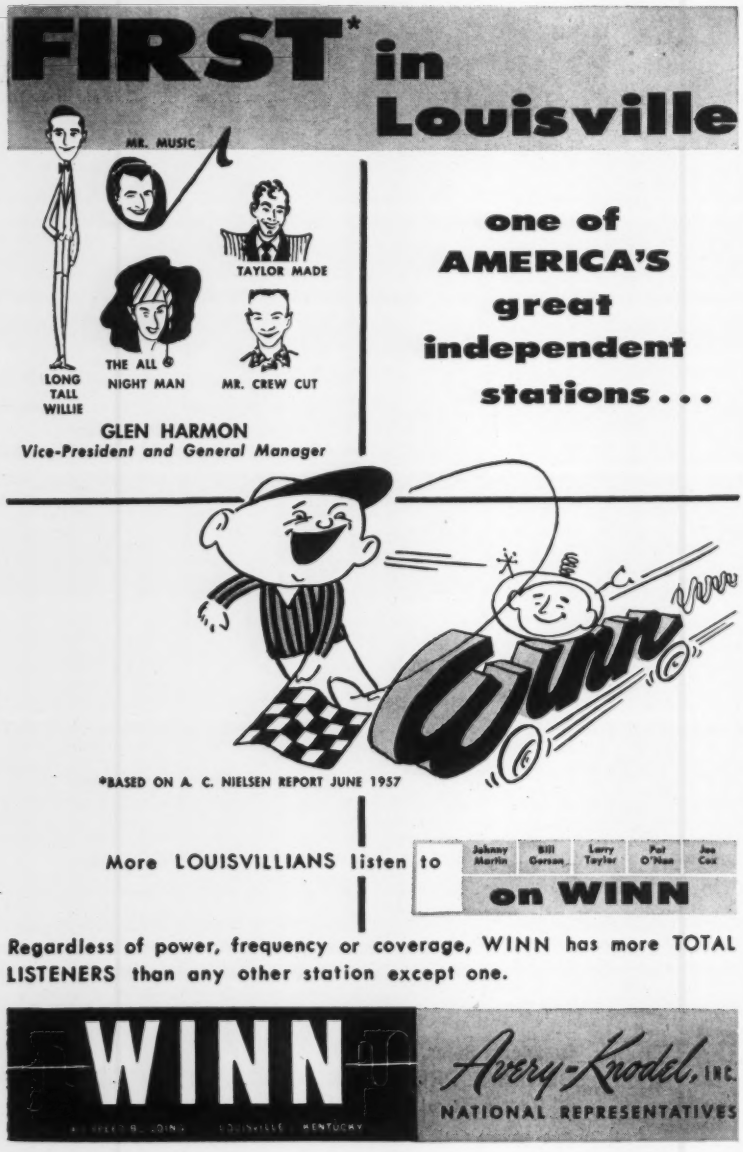
Temporary Satellite Status Requested for WILK-TV

In order to maintain service in the Wilkes-Barre and Scranton, Pa., area during a transition period, the FCC was asked last week to permit ch. 34 WILK-TV Wilkes-Barre to be operated as a satellite of ch. 16 WARM-TV Scranton. The request indicated that this would be a temporary measure until FCC approval of the merger of both stations and the sale of 60% ownership in the new corporation to Transcontinent Television Inc. for $1.5 million in cash and stock, with owners of each of the two stations retaining 20% each [STATIONS, Oct. 21]. As part of the merger-sale transaction, it is proposed to operate a new station, WNEP-TV Wilkes-Barre, on ch. 16 from the present site of WILK-TV and using WILK-TV's 1.5 million-watt facilities. Transcontinent already owns WGR-AM-TV Buffalo, WROC-TV Rochester, both New York, and 50% of WSVA-AM-TV Harrisonburg, Va.

FTC Challenges Rad-Tel Tubes

Rad-Tel Tube Co., Newark, N. J., is charged in a Federal Trade Commission complaint with selling "rejects" as first quality tubes. The action, filed last week, names Albert D. Dill and Edward J. McGrath, partners in the firm. They have 30 days to answer the complaint, with a hearing set for Feb. 4 in New York.



KSLM-TV Fighting to Hold Cp, Seeks Another Modification

KSLM-TV Salem, Ore. (ch. 3, dark), last week struggled to hold on to the frequently extended construction permit granted it in September 1953.

The station has attributed its failure to build to management illness, harassment from Portland stations and a 1956 contract to sell its cp to Storer Broadcasting Co. which never came off. KSLM-TV said the proposed sale kept its hands tied for some time.

The station has another petition to modify the permit to move about 20 miles southwest of Salem. Such a step has the approval of Tribune Publishing Co., applicant for ch. 2 in nearby Portland. But Tribune Publishing, which already has been denied FCC permission to intervene in the failure-to-build proceedings, does object to the original cp which it says will violate separation requirements between its application and KSLM-TV.

Eisenberg Joins Antitrust Staff

Milton Eisenberg, former assistant U. S. attorney in Washington, has joined the professional staff of the Antitrust Subcommittee of the House Judiciary Committee. A 1950 law graduate of Cornell U., Mr. Eisenberg was appointed by Kenneth Keating (R-N.Y.), ranking minority member of the committee. He replaces Sam Pierce, who resigned from the subcommittee staff to work on a doctorate degree at Yale U.

KBEE's ID Request Rejected

The FCC has turned down a request by McClatchy Broadcasting Co. to announce its call letters—KBEE-AM-FM Modesto, Calif.—as "K B Double E." In denying the request, the Commission said that to allow deviations (in announcing call letters) "would tend to create confusion and add to the already difficult task now assigned to our monitoring stations," which must check and identify them.

IBEW Denied FCC Rehearing

A petition for rehearing filed by the International Brotherhood of Electrical Workers against the FCC's Sept. 19 order permitting all am and fm stations to operate transmitters by remote control has been denied by the Commission. IBEW's objection was to the rules amendment which expanded remote control operation to all radio stations. Previously remote operation of transmitters was limited only to those stations with power not greater than 10 kw, and with omnidirectional antenna patterns.

FCC Denies St. Louis Request

The FCC denied a request by Louisiana Purchase Co., applicant for ch. 2 St. Louis, to terminate the temporary authority held by KTVI (TV) St. Louis to operate on ch. 2 there pending the outcome of a hearing for this vhf channel. Ch. 2 was moved into St. Louis from Springfield, Ill., earlier this year in deintermixture actions, and then ch. 36 KTVI was given permission to operate on the vhf wavelength temporarily.

AAP Sellers Back Out On NTA; Hearing Set

The agreement to sell the majority stock of Associated Artists Productions, New York, to National Telefilm Assoc. [FILM, Dec. 2] remained stalled last week by a new series of legal maneuvers.

On Tuesday, a group of AAP stockholders, headed by Louis Chesler and Maxwell Goldhar, which had negotiated a contract to sell "more than 50%" of AAP's stock, notified NTA they were rejecting NTA's offer, claiming they had been advised by counsel that the document they had signed was not "a binding and enforceable contract under the laws of the state of New York." That same day, NTA filed a counterclaim to an earlier AAP minority stockholders' suit, which sought to block the NTA-majority stockholders' transaction. A hearing on the suit in New York Supreme Court was postponed until this Wednesday.

In answer to the minority stockholders' complaint and as a cross-claim, NTA, acting against Mr. Chesler, Mr. Goldhar and Mac Schwebel, an AAP stockholder, charged that after they had signed a contract, United Artists Corp. and others "willfully and maliciously combined and conspired to induce the breach of that contract in an attempt to secure the assets of AAP for itself." NTA further claimed that the minority stockholders' suit was incited by United Artists and stated that following this action, Mr. Chesler and Mr. Goldhar "demanded" that this defendant (NTA) increase the amount to be paid to them. When these demands were rejected, NTA continued, Mr. Goldhar and Mr. Chesler "repudiated their agreement, declaring they did not intend to perform it."

NTA asked the court to dismiss the complaint against that firm and to direct Messrs. Chesler, Goldhar and Schwebel to perform the purchase contract and deliver to NTA the 820,000 shares of AAP stock (majority stock), and pay for the cost of its legal fees in the action.

The letter to NTA from Messrs. Chesler and Goldhar stated:

"We have been advised by counsel that the document signed by National Telefilm Assoc. Inc., on the one hand, and the undersigned, Maxwell Goldhar and Louis Chesler on the other, dated Nov. 9, 1957, lacks those characteristics necessary to make it a binding and enforceable contract under the laws of the state of New York.

"Realizing the obligations, both legal and moral, owed to the minority stockholders of Associated Artists Productions Corp. by its officers and directors, particularly by officers and directors who may be deemed to be in a control relationship of said corporation, and in view of a more recent offer, of which you are aware, that is conceivably more beneficial to all the stockholders than the offer contained in the aforementioned document, we regretfully advise you that we hereby reject your said offer, and further, that we do not intend to be bound by, or to perform under, the said unenforceable document."

The more recent offer referred to in the letter apparently is one made by United Artists, but its terms were not disclosed. NTA's offer was said to be about $7.5 million.

On Nov. 27 NTA initiated a suit in the same court asking damages in the amount of $200,000 each from United Artists, two of its officers, Arthur B. Krim and Robert S. Benjamin, president and board chairman, respectively; Eliot Hyman, president of AAP; Harry Zittau, AAP treasurer and Ray Stark, AAP vice president. The suit charged defendants with "inducements to break a contract and unfair competition."

The action by AAP minority stockholders sought to block the sale of the majority stock to NTA because this transaction allegedly disregarded minority stockholders' rights.

Webb Sidekick Relinquishes Time For New Show Test on KABC-TV

If the right way to preview a motion picture is in a motion picture theatre, then the right way to preview a tv program should be in a telecast by a tv station.

On that logic, Jack Webb's Mark VII Ltd. is previewing the pilot of its projected new series *People* in a telecast on KABC-TV Los Angeles next Sunday at 6:30-7 p.m. The time normally is filled by Ben Alexander, appearing on behalf of Ben Alexander

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B•T has the largest paid circulation in its field. B•T distributed more paid circulation in four months than all others in the field combined distribute in a year.
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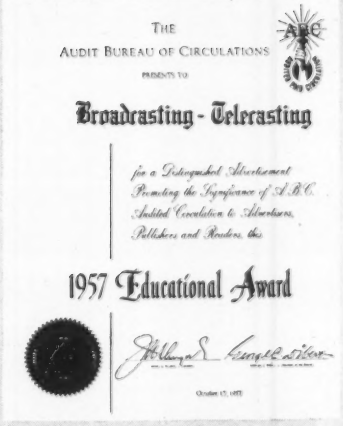
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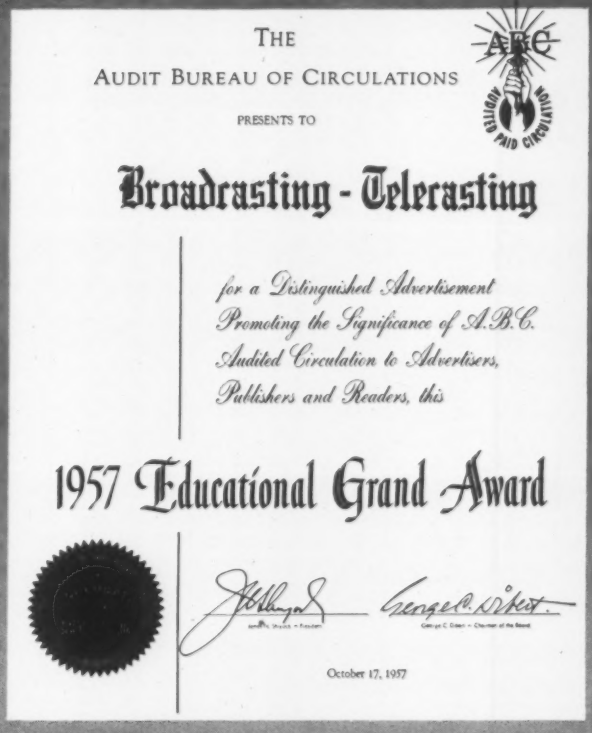
..in recognition of the most distinguished advertisement by an ABC member in the Business Publications Division.

BROADCASTING Magazine is named 1957's Grand Award winner for the most distinguished advertisement – among *all* ABC member publications – promoting the significance of ABC-audited circulation.



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**And* BROADCASTING *has more of it (18,428 total average PAID, first six months of 1957) than the next three TV-radio journals combined!*

Ford, Los Angeles automobile agency. Mr. Alexander, also known as Frank Smith, Sgt. Friday's sidekick on Mr. Webb's *Dragnet* series, agreed to relinquish the half-hour for the special preview of *People*, a program that features Mr. Alexander talking to the people of Los Angeles. It was directed by George Stevens Jr. and produced for Mark VII by Frank LaTourette.

Reason for the public preview, according to Mr. Webb, who supervised the show's production, is that people who buy tv programs, for networks or sponsors, liked this one themselves when they saw a private preview, but because it's different from the usual tv show they don't know whether the public will agree.

"Their question is: Will people watch a tv program that stars only people?" Mr. Webb said, "We can't answer this. We personally think they will, but we have no proof to back us up. That's why we are showing *People* to the tv audience in Los Angeles and asking those who see it to let us know what they think about it."

Sinatra Considering Tv Studio

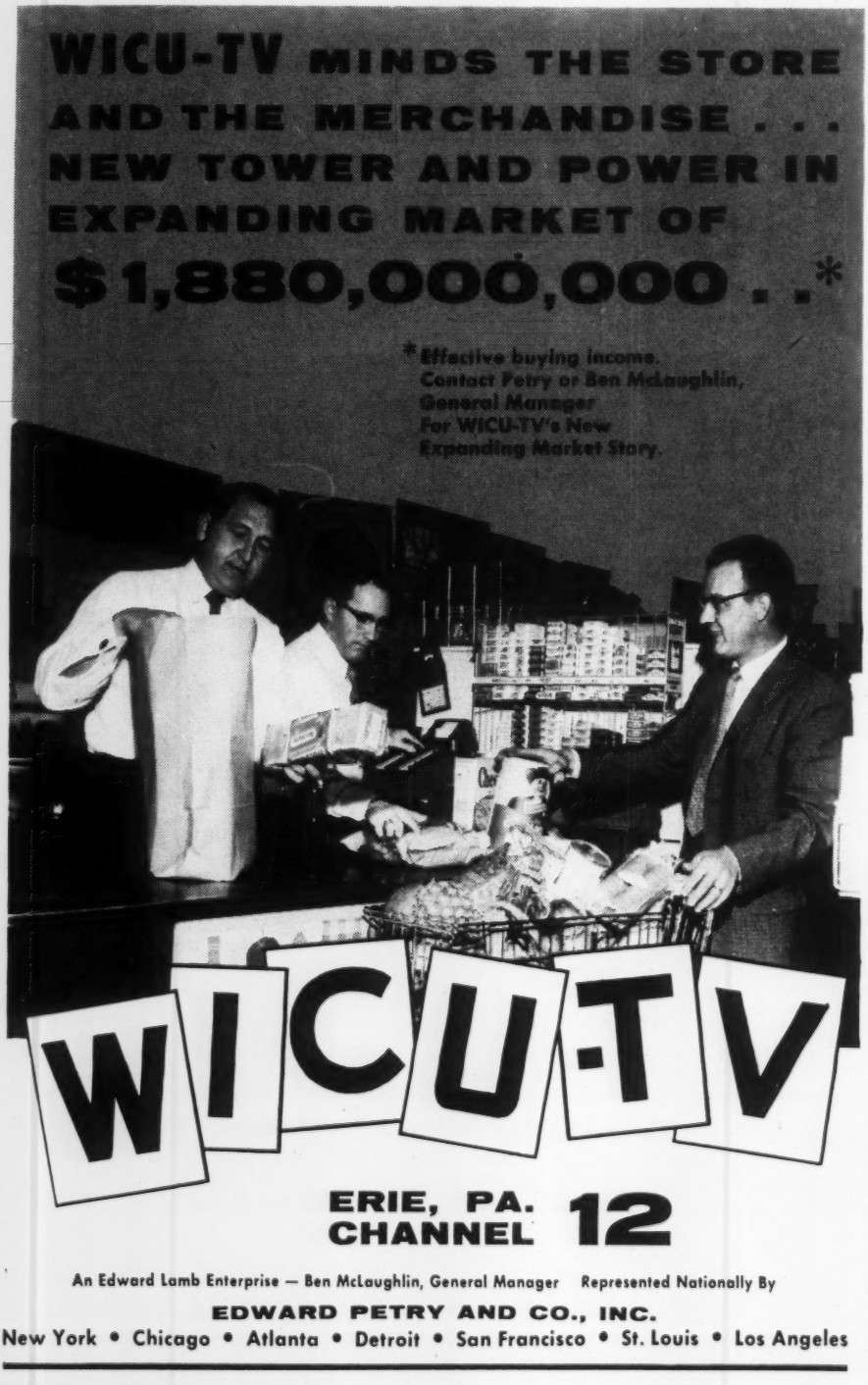
Frank Sinatra, star of his own show on ABC-TV, was reported last week as "thinking seriously" about erecting a television studio in Las Vegas. Mr. Sinatra and other entertainment personalities spend considerable time in Las Vegas and it is the singer-actor's feeling that many entertainers cannot accept engagements in Las Vegas now because of tv commitments elsewhere. Proper studio facilities, with permanent cable connections to Hollywood, would enable them to play the Nevada resort town, according to Mr. Sinatra. Though plans for the studio are in the formative stage, a construction site adjacent to the Sands Hotel, in which Mr. Sinatra has financial interest, is being considered.

NTA Gets Tv Rights to Four

National Telefilm Assoc., New York, is announcing today (Monday) that it has acquired from David O. Selznick the theatrical re-issue and television rights in the U. S. and Canada of "The Adventures of Tom Sawyer" and "Spellbound" and the television rights to "Rebecca" and "The Third Man." NTA will re-issue "Tom Sawyer" to theatres immediately and "Spellbound" in the near future.

Talent Assoc. Plans Live Series

Talent Assoc., New York, reported last week that it plans to produce a live, tv family comedy series, *Too Young To Go Steady*, for network presentation starting the beginning of 1958. According to Producer David Susskind, partner of Talent Assoc., the company is negotiating with all three networks. He said Screen Gems has obtained the film rights to the series, which can be exercised after its live run, but he refuted a Screen Gems announcement that Talent Assoc. will be involved in the eventual film production of the series.


WICU-TV MINDS THE STORE
AND THE MERCHANDISE . . .
NEW TOWER AND POWER IN
EXPANDING MARKET OF
$1,880,000,000 . .*
*Effective buying income.
Contact Petry or Ben McLaughlin,
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An Edward Lamb Enterprise — Ben McLaughlin, General Manager Represented Nationally By
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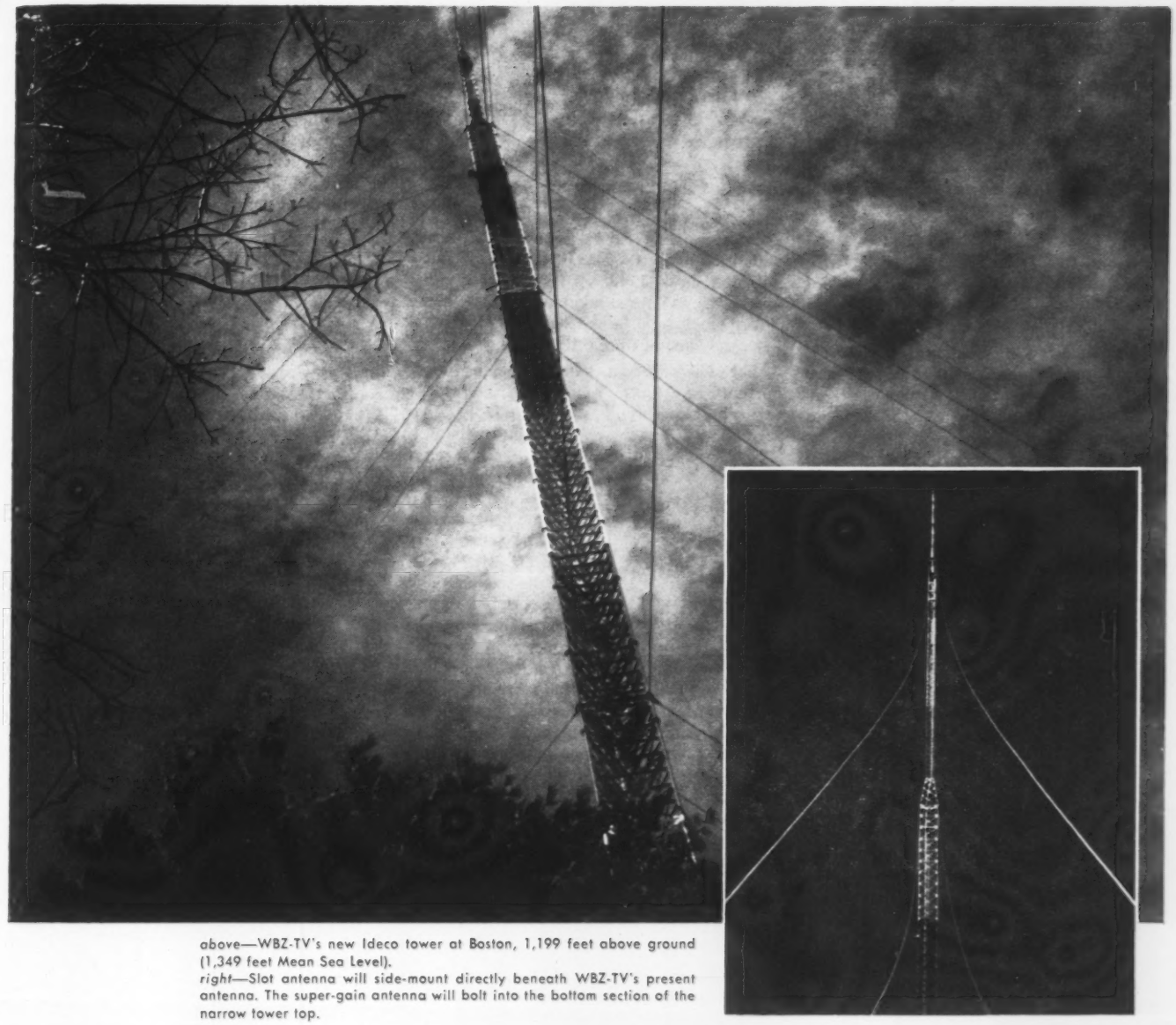
FILM SALES

Wonderful Productions Inc., N. Y., reports sale of 195 five-minute segments of *Willie Wonderful*, children's tv film series, to KSTP-TV Minneapolis and KRNT-TV Des Moines.

Trans-Lux Tv Corp., N. Y., reports sale of Encyclopaedia Britannica film library for five years to KPRC-TV Houston, KTVI (TV) Corpus Christi, Tex. Trans-Lux Tv also reports WHDH-TV Boston has bought "Melbourne Rendez-vous" full-length motion picture of 17th Olympiad for telecasting in color during the holidays. Reports sale of Encyclopaedia Britannica library (more than 700 films) on five-year basis to KGHL-TV Billings, Mont.

Ziv Television Programs, N. Y., announces sale of its *Sea Hunt*, half-hour tv film series in 18 additional markets, raising total markets sold to 117. Included in new business was regional sale to Anheuser-Busch Inc. (Budweiser beer), St. Louis, for seven eastern markets. Company's new half-hour tv series, *Target*, to be sponsored by Olympia Brewing Co., Olympia, Wash., in 35 west coast markets.

ABC Film Syndication Inc., N. Y., reports four sales of *26 Men*, raising total markets for series to 145. New contracts: WHBF-TV Rock Island, Ill.; WIMA-TV Lima, Ohio; KLTV (TV) Tyler, Tex., and WFLA-TV Tampa, Fla.



above—WBZ-TV's new Ideco tower at Boston, 1,199 feet above ground (1,349 feet Mean Sea Level).
right—Slot antenna will side-mount directly beneath WBZ-TV's present antenna. The super-gain antenna will bolt into the bottom section of the narrow tower top.

New Ideco Tower Designed for Future Stacking of Antennas, Future 300-Foot Height Increase

"Give us a one-antenna tall tower now, but provide for adding more antennas and another 300 feet of tower later."

That was the problem presented to Dresser-Ideco by WBZ-TV at Boston. The solution is this recently completed guyed tower, carrying WBZ-TV's channel 4, 6-bay antenna at 1,199 feet above ground (1,349 feet Mean Sea Level) . . . still another over-1,000-foot Ideco tower. A channel 5 super-gain antenna and a channel 7 slot antenna can be mounted beneath the WBZ-TV antenna later, without disturbing WBZ-TV's antenna and with no modifications to the tower necessary. Likewise, with no modification necessary, the tower can be increased to 1,499 feet (1,649 feet Mean Sea Level) simply by temporarily removing the antennas and adding another 300 feet of tower.

This WBZ-TV project is still another demonstration of Dresser-Ideco's ability to solve the unusual in tower design and building problems. This same engineering ability contributes to the soundness and economy of more routine towers, too.

So when you start thinking about your new tower . . . both for your present need and for the future, too . . . start planning with Dresser-Ideco. Write us, or contact your nearest broadcast equipment representative.

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ONE OF THE DRESSER INDUSTRIES
TOWER DIVISION, DEPT. T-11, 875 MICHIGAN AVE., COLUMBUS 8, OHIO

Branch: 8909 S. Vermont Ave., Los Angeles 44, California.

NEW 'GRAY GHOST' LICENSE PLAN

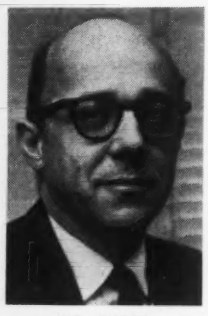
- **CBS Television Enterprises shoots at new level**
- **Items handled in retail stores of program sponsor**

CBS Television Enterprises, the merchandising and licensing division of CBS-TV, is adding what it calls "the second dimension" to a business that already is a multi-million-dollar off-shoot of television.

When Sydney Rubin, director of CBS-TV Enterprises, first pondered the licensing and merchandising potentialities of *The Gray Ghost*, the new CBS-TV Film Sales series on the Civil War, he observed that two of the larger regional advertisers were retail grocery chains—Loblaw's in upstate New York and Colonial Stores in the South. Immediately, Mr. Rubin was struck by the possibility of extending merchandising and licensing activities to an area he believes is untapped—retail stores which are also sponsors of a series.

Mr. Rubin told BROADCASTING that conventionally, licensed items are sold either as premiums or in all types of retail establishments, but to his knowledge, the arrangement he subsequently established with both Loblaw's and Colonial Stores marks the first time this activity is being conducted with a retail advertiser of a specific program. He is convinced the project will benefit the grocery chains by building in-store traffic and the program by stimulating local interest. The stores are setting up special *Gray Ghost* counters in each area where they sponsor the series and offer many of the 30 items associated with the show. Loblaw's is sponsor in four upstate New York markets where 110 of its stores are located and Colonial in 13 markets, the sites of about 300 of its stores.

The *Gray Ghost* venture is the most current for CBS Television Enterprises, formed about two years ago by the network to cash in on the strong impact of television personalities and programs on viewers, particularly children. Mr. Rubin was the sole employe for a brief time and the organization has grown now to four executive employes plus secretarial help.



MR. RUBIN

Murray Benson is sales manager; Paul Rosen, business affairs manager, and Howard Berk, publicity-promotion director. This year, according to Mr. Rubin, retail sales on products licensed by CBS-TV Enterprises are expected to reach about $40 million. Customary licensing practice is to pay an organization like CBS-TV Enterprises 5% of the wholesale selling price.

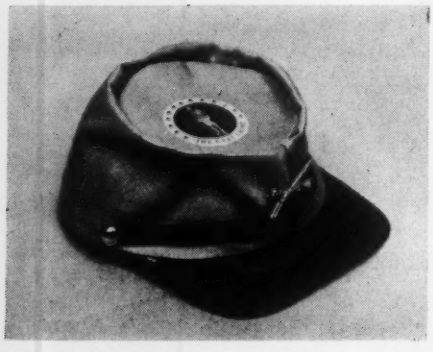
CBS-TV Enterprises has licensing agreements with more than 150 manufacturers who produce a total of more than 300 items, including toys, games, wearing apparel, records, jewelry, comic books. More than 30 CBS-TV and CBS-TV Film Sales programs are involved in merchandising-licensing, including *Captain Kangaroo, Mighty Mouse Playhouse, You'll Never Get Rich* with Phil Silvers, *Gunsmoke, What's My Line?, See It Now* and *Air Power*. The licensing roster also includes the hit Broadway play, "My Fair Lady" and the motion picture, "Around the World in 80 Days," in both of which CBS Inc. has a financial interest.

Mr. Rubin acknowledges that most licensed items are slanted toward the children's market, though some of the items, such as jewelry and certain games, also have adult appeal. He contends that a child entering a store and seeing a licensed item builds up "a personal identification" immediately.

"Take two toys exactly alike," Mr. Rubin pointed out, "and place a tv hero's identification upon one of them. I defy anyone to set these before a tv-conscious child—and who isn't?—without realizing that the tv toy must win out."

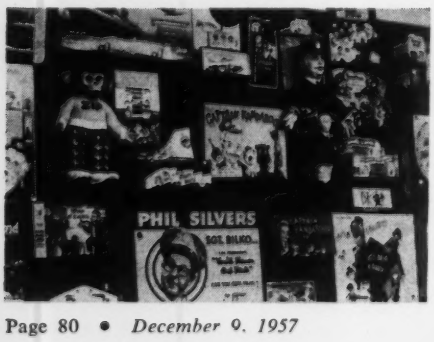
He acknowledged there is responsibility on the part of CBS-TV Enterprises to be "selective" about the items it approves. He makes it a policy to seek out the leaders of an item in its field and decide on an article that provides a logical identification with the tv program.

For the future, Mr. Rubin envisions a growth of licensing-merchandising activity in television but is insistent that there must be an accompanying accent on quality and selectivity of items.



ABOVE: *A Gray Ghost cap, fast-seller to the younger fan set.*

BELOW: *A display of some of the toys licensed by CBS Enterprises.*



Crosley Corp. Equipment Buy Sets TelePrompTer Sales Mark

TelePrompTer Corp., New York, last week reported the largest single transaction for tv station equipment in its six-year history, as Crosley Broadcasting Corp. signed contracts to use the new Mark V TelePrompTer in its five stations and bought five TelePro 6000 rear-screen projectors.

Stations to be equipped are WLWT (TV) Cincinnati, WLWD (TV) Dayton, and WLWC (TV) Columbus, all Ohio; WLWA (TV) Atlanta and WLWI (TV) Indianapolis.

Herbert W. Hobler, vice president in charge of sales for TelePrompTer, said the new transaction means that TelePrompTer-equipped stations now serve more than 86% of all U. S. tv homes. John T. Murphy, Crosley vice president, commenting on the purchase, said the New TelePro, combined with the Mark V, would be used by Crosley stations to "maintain their pre-eminence in the coverage of news."

The Mark V and TelePro units are designed to provide an integrated package for studio production.

C-C Pay Tv Expected to Clear Another Preliminary in L. A.

Los Angeles city council tomorrow (Tuesday) will hear a second reading of ordinances designed to put into effect franchises authorizing the installation of two closed-circuit toll tv systems in the city. First reading of the ordinances was made last Tuesday.

If there is no objection, and none is anticipated, Skiatron Tv Inc. and International Telemeter Co. jointly with Fox West Coast Theatres will have passed all of the legal preliminaries to setting up pay tv operations in Los Angeles.

There is one other requirement, however, an agreement with the telephone company for the right to install cables on its poles for the transmission of program service from some central point to the homes of subscribers to the toll tv systems. Despite many conferences between officials of the toll tv companies and Pacific Telephone & Telegraph Co., PT&T has not yet announced what kind of service it is willing to make available, when it will be available and at what price, or indeed that it will offer any service to toll tv companies at all [AT DEADLINE, Nov. 25].

This uncertainty as to what PT&T will do is the reason that Harriscope Inc., third organization to have been granted a toll tv franchise by the Los Angeles City Council, has not filed its $100,000 performance bond with the city, Burt Harris, Harriscope president, said Thursday. Once the bond is filed with the city, he said, it cannot be

ACT

to

HELP THE HAND THAT FEEDS YOU

You can help the hand that feeds you—and needs you. The Broadcasting industry and the people are, after all, a partnership. The partnership has been a dynamic and fruitful one. From the one-horse era of the old crystal set to the sparkling portable receivers of the modern television age, the people have shown a willingness to stake the industry on its future and bankroll its growth. In turn, the industry has been good to the people and good for the people.

But now this great partnership finds itself in danger. "Pay-TV", a concept of broadcasting, masking itself in the guise of progress, has made sharp and astounding inroads because the people have been kept in the dark. Their confidence in this great industry has been shaken. Recent polls notwithstanding, unless the people and the industry **ACT** and **ACT** quickly, Pay-TV can become an American reality, more by default than by inclination.

Both the industry and the people must never allow this to happen. Aside from the corruption of a relationship which has been literally a foundation-stone of modern progress, Pay-TV represents a concept that is both ethically wrong and economically detrimental to the people of the United States and to the industry as it is now constituted.

Two bed-rock facts form a fundamental people's argument on this issue:

1. The Radio-TV Spectrum is a natural resource which belongs to the people. Any granting of channels for Pay-TV without a vote by the direct representatives of the people is contrary to the Public Interest.

2. The American people purchased 40,000,000 television sets with the distinct, although unwritten. guarantee that they would not have to pay for viewing television programs, other than for electricity and servicing of the set.

The American Citizens Television Committee (ACT) has been organized to give the people a much-needed voice on this issue, to educate them on the dangers of "Pay-TV" and to work for the promotion and improvement of free television. It is enlisting the aid of national organizations, business groups and individuals to support its efforts to tell the story of free television and the people's role in its growth and future. The committee believes that by acquainting the people with the real facts, Pay-TV will be rejected.

But the people need the industry in this fight, just as much as the industry needs the people. For those who are a part of the industry, **ACT** offers an opportunity to stand up and be counted in the battle for free TV. **ACT** wants the support, morally and economically, of the Broadcasting industry to help tell the true story to the American people.

For both the people and the industry, there can be only one choice—to **ACT** or to preside at the funeral of the time-honored institution of free broadcasting. Such a catastrophe will offer the American people bitter recompense indeed, for their investment and their faith. If you are against Pay-TV, put the weight of your conviction behind **ACT.**

ACT

TODAY

ACT Committee
1010 Vermont Avenue, N. W.
Washington 5, D. C.

Dear Sirs:

Here is my check for $_____to help support the activities of the American Citizens Television Committee (ACT).

Name: .....

Address: .....

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WDBJ

for 33 years

OUTSTANDING

in

ROANOKE

and Western Virginia

RADIO

by any measurement!

According to N. C. S. No. 2, WDBJ has more than TWO TIMES the DAILY N. C. S. Circulation of Station "B"; more than THREE TIMES the circulations of Stations "C" and "D".

In the latest Roanoke Metropolitan Area Pulse Report. WDBJ has a 47% share of total morning audience, 43% share of total afternoon audience, and 38% share of total evening audience. Tune-in same periods is high: 21.6, 23.8, 18.8. All figures are Monday through Friday averages.

Ask your Peters, Griffin, Woodward "Colonel".

WDBJ

AM • 960 Kc. • 5000 watts

FM • 94.9 Mc. • 14,600 watts

ROANOKE, VIRGINIA

retrieved until the end of the franchise, 21 years hence. As it is impossible to get a wired toll tv operation going in Los Angeles without the telephone company, Mr. Harris said it does not seem like good business to commit his organization to making bond payments for 21 years until he has some assurance that the telephone company will offer the kind of service that is needed and at a price that seems economically feasible for Harriscope to pay for such services.

Mr. Harris pointed out that toll tv franchises in Los Angeles are to be non-exclusive and that, should its present grant be cancelled for failure to comply with the posting of the $100,000 bond now, Harriscope could apply for another franchise at some future date. He said he hoped this would not be necessary, that PT&T would shortly supply the information that Harriscope wants and so provide the basis for filing the bond and making its franchise effective. But he emphasized that without the assurance of service, Harriscope does not intend to proceed with the bonding requirements of the city.

SNI to Televise Hoop Series

Sports Network Inc. will televise big ten basketball games for the fourth consecutive season starting Dec. 14, it was announced Saturday by Kenneth L. Wilson, western Conference commissioner. The 13-game schedule, slated to run through March 8, 1958, will be sponsored by American Tobacco Co. for Lucky Strike cigarettes, through BBDO New York, and Standard Oil Co. of Indiana, through D'Arcy Adv. Co., Chicago.

Standard has station clearances from 21 markets and possible commitments from eight others for the regional telecasts. About 35 midwestern stations have been lined up for the network, according to the Big Ten.

Pay Tv Exhibit Opened in N. Y.

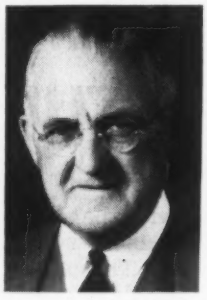
International Telemeter Corp. last week set up a permanent unit in New York for demonstrations of Telemeter's closed-circuit pay tv system. Equipment, according to Howard G. Minsky, ITC's eastern sales manager, has been installed at the Paramount Bldg. on Times Square. The unit shows each step from transmission point to the tv set at the viewer's home. Special demonstrations of the system have been held in Los Angeles (where a permanent unit was set up last March), New York and Miami Beach, with others now being planned elsewhere.

Liberty Offers Record Services

Liberty Records has inaugurated Liberty Disc Services, new "low cost" subscription plans for radio stations. Service No. 1 provides all Liberty popular and classical LP albums with a minimum of 60 LPs per year and all popular singles at a cost of $5 a month. Service No. 2 provides all standard LP catalog numbers at $1 each. Si Waronker and Jack Ames are in charge of the new service, designed especially to supply station programming needs.

Frank Gannett Dies; Owned Stations, Papers

Frank E. Gannett, 81, president emeritus of Gannett Co., died Monday at his home in Rochester, N. Y. He had been relatively inactive in the broadcasting-newspaper empire for some time, having suffered a fractured spine in 1955 and a subsequent stroke.



MR. GANNETT

Funeral services were held Friday in the First Unitarian Church, Rochester, with burial in Mt. Hope Cemetery.

The Gannett organization owns four radio and three tv stations: WHEC-AM-TV Rochester; WENY Elmira, N. Y.; WDAN-AM-TV Danville, Ill., and WINR-AM-TV Binghamton, N. Y. The company also owns minority interest in WHDC, Olean, N. Y. In late November the company contracted to buy KOVR (TV) Stockton, Calif., from H. Leslie Hoffman, president of Hoffman Radio Co., for $3.1 million [STATIONS, Nov. 25].

Mr. Gannett was succeeded as operating head of the organization last April by Paul Miller, then executive vice president.

A New York farm boy, Mr. Gannett sold newspapers at the age of nine. At Cornell U., Ithaca, N. Y., he earned $3 a week as campus reporter for the *Ithaca Journal*, graduating to a $10 a week job on the *Syracuse Herald*. In 1906 he bought an interest in the *Elmira Gazette*, a venture that was the beginning of the Gannett newspaper group.

In 1936 he was a candidate for the GOP vice presidential nomination, and was put up in the Ohio primaries. He campaigned extensively for the presidential nomination in 1940, receiving 33 votes on the first ballot and losing to Wendell Willkie.

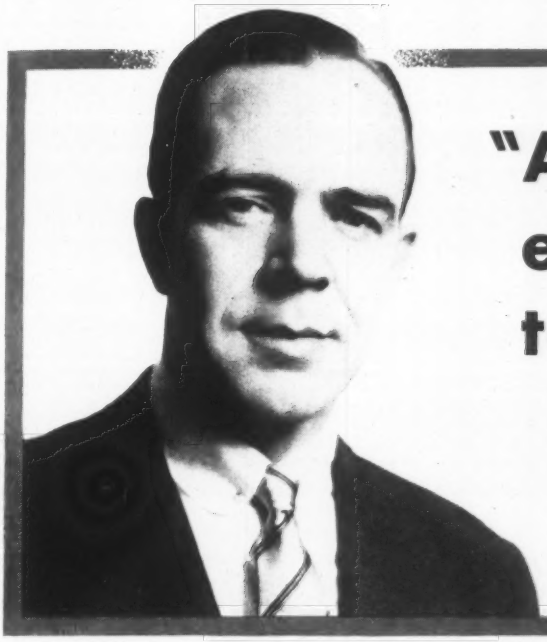
Surviving are his wife, the former Caroline Werner; a daughter, Mrs. Charles Vincent McAdam Jr., of Greenwich, Conn., and an adopted son, Dixon Gannett, of Dearborn, Mich. There are six grandchildren.

Williams, Owner of WAYX, Dies

Jack Williams Sr., 79, owner of WAYX Waycross, Ga., and editor-publisher of the *Waycross Journal-Herald* since 1915, died Dec. 2 after being ill several weeks. He formerly served in the U.S. Congress and as a Georgia state legislator. As president of the Georgia Press Assn. in 1933, Mr. Williams directed a project to build the Little White House for the late Pres. Franklin D. Roosevelt at the Warm Springs, Ga., Polio Foundation.

WHIL Boosts Rates, Power

WHIL Boston-Medford, Mass., has raised its rates, following a power boost from 1 to 5 kw, according to Sherwood J. Tarlow, president. Rate card No. 5 lists the one-time, hour rate at $100 and a one-minute spot at $12.



"Ad Age is extremely valuable to me . . ."

says **DONALD S. FROST**
Vice-President and Advertising Director
Bristol-Myers Products Division
Bristol-Myers Company

"In a business that moves as fast as the advertising business, it is impossible to keep current with all that is going on unless you have a comprehensive review every week. Advertising Age supplies such a review in terms of our business—its people, its problems, its progress. In addition to keeping me up to date, the analyses of current campaigns and the opinions of top advertising men in the Feature Section, as well as the annual reports on agencies and advertisers, have been extremely valuable to me."

DONALD S. FROST

Mr. Frost has seen advertising from both sides of the advertiser-agency fence. His agency associations include Young & Rubicam, Inc. (for several years, starting in 1938) and Compton Advertising, Inc., where he was an account executive from 1950 to 1954. The Bristol-Myers Company first employed Mr. Frost in 1945, immediately after his three years of service as a Navy Air Combat Intelligence Officer. His initial B-M assignment was as assistant director of advertising and marketing research, and in 1947, he was named assistant advertising manager. When Mr. Frost returned to the B-M fold in 1954 after his 4-year stint with Compton, he became advertising director. The following year, he also was appointed a vice-president. Mr. Frost is on the board of directors of the Association of National Advertisers, and also serves as chairman of the subcommittee on agency relations.

You'll find that most of the executives who are important to you—those who *influence* as well as those who *activate* today's broadcast decisions—consider Advertising Age extremely valuable. Week in, week out, they depend on Ad Age for the news, trends and developments of the fast-paced marketing world. What's more, they look to Ad Age for the vital sales messages which help them select markets and media.

At the Bristol-Myers Company, for example, broadcast has been instrumental in propelling such products as Bufferin, Ban deodorant and Vitalis hair groomng preparations into the front ranks of their fields. In 1956—a record year for B-M sales—television got the biggest slice of the company's advertising pie, almost $10,000,000. Expenditures for spot tv in the third quarter of 1957 alone (over $940,000*) exceeded the total spot outlay for 1956.

Every Monday, *25 paid-subscription copies* of Ad Age go to the homes and offices of Bristol-Myers executives. Further, *717 paid-subscription copies* reach decision-makers at Young & Rubicam, Inc.; Doherty, Clifford, Steers & Shenfield, Inc. and Batten, Barton, Durstine & Osborn, Inc., the major agencies handling B-M accounts.

Add to this AA's more than 39,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 11,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 145,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

*N. C. Rorabaugh Co. for Television Bureau of Advertising

ABC ABP NBP

1 Year (52 issues) $3

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

Nilson to Katz Tv Sales Head; Rep Promotes 5 Others, Adds 3

The Katz Agency, New York station representative, has a new tv sales manager—Walter E. Nilson, formerly assistant tv sales manager. The firm also promoted five others and added three to its sales staff.

The changes at Katz are in line with an expansion project announced in mid-November [STATIONS, Nov. 18]. At that time, a spokesman noted the firm's office space had been increased 50% and that 20 more people would be added to its sales force by next March 15. According to an announcement being made today (Monday) by Scott Donahue Jr., vice president in charge of tv sales, the changes include:

Mr. Nilson, promoted to tv sales manager. He joined Katz in Chicago in 1947, moving to New York in 1953. Before joining Katz, he had been midwest manager for J. P. McKinney, also a representative firm.

William W. Joyce, who joined the company in 1945, moved up to Chicago tv sales manager. He was with World Broadcasting Co. in Chicago before his Katz association.

Oliver T. Blackwell, former timebuyer at Compton Adv. and with Katz since 1951, Alfred I. Miranda, at one time salesman for Conde Nast Publications and with Katz since 1952, and Michael T. Membrado, once timebuyer for Cunningham & Walsh and with Katz since 1954, all promoted to assistant television managers in New York.

MR. NILSON MR. JOYCE MR. BLACKWELL MR. MIRANDA MR. MEMBRADO

Also in New York, Robert Tatum, formerly assistant manager, radio and tv media, BBDO, and John D. Amey Jr., member of Katz' Detroit office since 1952, have been added to the tv sales staff.

In Chicago, Robert C. Rohde, former salesman for Peters, Griffin, Woodward, station representative, and Harold Abrams, former salesman for *The Chicago Tribune*, have been appointed to the tv sales staff in Chicago.

WMGM to Base Music Choice On Weekly Trendex Findings

WMGM New York will implement formally today (Monday) a plan which is designed to select for use on the station the popular records of the week in the New York area and which is expected to have application for other music-and-news stations throughout the country.

Raymond Katz, associate director of WMGM in charge of programming, said last Thursday that the station has commissioned Trendex to make a weekly survey measuring popular record sales in the greater New York area. Trendex's compilations of the top 40 songs will be used on the station's most highly-rated disc program, *Your Hit of the Week*, featuring Peter Tripp (Mon.-Fri. 5-8 p.m.) and will serve as a guide for selections on the other record shows, according to Mr. Katz. He voiced the belief that Trendex will be able to provide "the first authentic list" of the top 40 songs, pointing out that in the past WMGM, like many other stations throughout the country, chose its songs largely on the basis of surveys made by national trade publications.

Edward G. Hynes, president of Trendex, and Eugene L. Reilly, director of sales, explained their role in the plan, noting that this is Trendex's first venture in the record field. Each Monday, Trendex asks 100 retail record shops in WMGM's coverage area for a list of the 40 top-selling records, and from this information compiles the roster of songs to be played on *Your Hit of the Week*.

Mr. Katz said this new development was in the planning stages for several months and has been used on the station for two weeks in advance of the official announcement. He termed it a "highly successful" plan which has the "complete cooperation" of record retailers. To facilitate cooperation by retailers, he said, mentions of the record shops are carried on the program, and stores also are provided with a listing of the station's top 40 tunes for display use.

Mr. Hynes said that Trendex plans to make this service available to other stations throughout the country.

WBC Establishes 'Project 62' As Tv Programming Laboratory

A television laboratory project designed to develop new performing, writing and production talent was approved Thursday during a weeklong meeting of Westinghouse Broadcasting Co. executives, held at Savannah, Ga.

Donald H. McGannon, WBC president, said the plan will be known as Project 62. He described it as a long-range, extensive venture into programming development by WBC stations. Each of the five WBC tv stations will devote one hour a week to experimental on-the-air programming under direction of Richard M. Pack, WBC program vice president, and William J. Kaland, national program manager.

"Local television must begin right now

DOC LEMON — 6 to noon ART ROBERTS — noon to 6

Double whammy!

New, stronger programming, personalities always the best buy in this market!

Wcue

The ELLIOT STATIONS
great independents · good neighbors
TIM ELLIOT, President

Akron, Ohio - WCUE WICE - Providence, R. I.

National Representatives The John E. Pearson Co.

CHARTING HIS CHRISTMAS COURSE

for the ASSOCIATION OF AMERICAN RAILROADS

to devote more time and creative energy to local program research," Mr. McGannon said. "This research must meet the industry's programming needs for both the immediate and distant future.

"Project 62 will not be limited by pure financial or calendar considerations. It will use as its laboratory weekly periods of air time on each of the WBC tv stations. We believe the success of such a project determines the dimension of our future and it will attempt to fulfill our basic obligations to the industry and the millions of people we serve."

Mr. McGannon said program people "should concern themselves only with the search for and execution of new program art forms." He added that Project 62 will be budgeted as a corporate undertaking rather than being carried on each individual station's budget. He indicated that while initial thinking envisions annual expenditures "well into six figures, this is an estimate and not a limit should the results justify further consideration and expansion."

Mr. Pack said Project 62 will provide "not only a challenge but a showcase for our programming people, enabling them to explore and utilize their ingenuity for developing new formats for the medium. It affords opportunity for them to range beyond the creative demands of their daily work into an area of so-called pure research."

The laboratory project will be backed by audience research in each of the WBC tv markets to provide a gauge of the effectiveness of the experiments.

Mr. McGannon said the idea of conducting the programming research project on a closed-circuit basis was rejected on the ground public exposure is important as a psychological incentive to program developers and as a means of learning audience acceptance.

DATELINES

Newsworthy News Coverage by Radio and Tv

CAPE CANAVERAL, FLA. • WINS New York scheduled Navy blimp K-43 on an emergency standby basis for use as a radio relay station in an attempt to intercept and broadcast signals from the American Vanguard satellite, which was scheduled to be launched last week. The station, in cooperation with the Navy, planned to present a three-hour broadcast from aboard the blimp when the satellite was launched.

NEW YORK • Although WOR and WOR-TV here realize that local news is important, it is only happenstance that two of its top stories in the past two weeks have been downright provincial. Two weeks ago, a water main burst a block away from the stations' headquarters at Broadway and 40th St., and the radio-tv outlets were able to provide colorful commentary and pictorial coverage. Last Tuesday, a gas main exploded on Broadway, only 20 feet from the entrance to the studios, and within minutes, the development was carried on WOR. An hour later WOR-TV provided film coverage of the accident, in which two working men were injured seriously and store windows were shattered.

PARIS • Westinghouse Broadcasting Co. has picked the NATO meetings next week as the site of its first overseas news-gathering activity, as WBC's Washington chief, Rod MacLeish, prepares to feed spot and feature material to 12 stations. News will originate directly from the French capital by land line with supplementary tape and film coverage.

DENVER • Newsmen of KLZ-AM-TV here stalked a pair of jailbreakers with police and brought back words and pictures of a wrecked getaway car, the subsequent foot chase and capture of one of the fugitives. The KLZ Radio show, *Denver at Night*, climaxed running reports of the Nov. 27 incident by staying on the air an hour longer than usual to extend coverage, while one accused killer remained at large. As the search went on for the still missing convict, the stations featured continuing reports from police headquarters on what has been called the most extensive manhunt in Denver history.

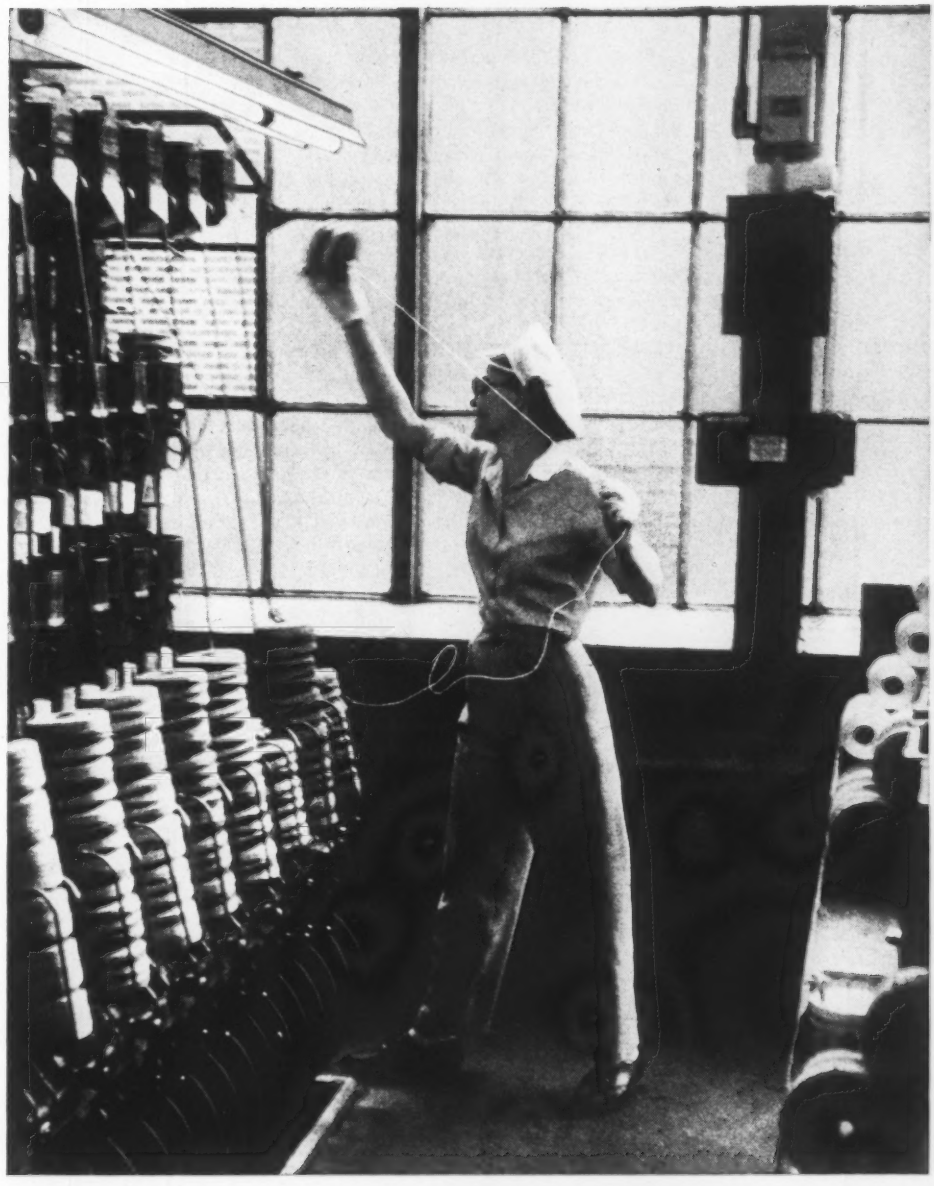
HOPKINSVILLE • WKOA, ordinarily a daytimer in this Kentucky community, stayed on the air overtime broadcasting flood information last month, while waters surged about the studio. WKOA's downtown studio building was itself 2½ ft. deep in water. The staff was marooned, but lines were maintained, and with FCC permission to extend station hours for emergency service, the staff and volunteer helpers stayed on the air until 10:30 p.m., Nov. 18. Spot reports from listeners augmented those of WKOA newsmen, and flood coverage was fed to NBC and other stations in Kentucky and Tennessee.

TAFT • Engineers and newsmen of KTKR Taft, Calif., are wondering how remote a remote pickup can get. When two KTKR mobile units followed a search party into the woods looking for a child, they were unable to establish contact with studios, but a freak of reception put the units in contact with KYES Corpus Christi, Tex. There an operator relayed information between the two KTKR mobile units and the base station. As the units in California shifted position in the woods, searching for a location that might provide communication with KTKR, one unit heard exchanges between the KYES and KTKR base stations. The KTKR remote crew cut in on the conversation, establishing direct communication, and direct reports on both stations.

WASHINGTON • Advisers and old hands all assured John Meyer of KXOK St. Louis that he stood little chance of getting the White House on the telephone when news of the President's stroke was released. The newsman tried anyway. He tried twice and wound up with a minute-and-a-half interview with Anne Wheaton, who at the time was acting presidential press secretary. Five minutes later the direct, beeper report was on the air.

CLEVELAND • Ralph Mayher, news-cameraman of KYW-TV Cleveland, is never without his camera. When he happened on a food market robbery last month, he was ready to film a gun battle between six policemen and five robbers. Mr. Mayher perched on a ledge to shoot the violent scene, and after police subdued the wounded robbers, he rushed the dramatic footage back to KYW-TV studios for quick processing and broadcast.

GATHERED around one of the cameras in the newly-completed studios of WMBD-TV Peoria, Ill., during an informal meeting for area admen last Monday, are (l to r) Robert O. Runnerstrom, vice president and manager of WMBD-TV; Robert F. Voss, vice president, Mace Advertising Agency Inc.; A. R. Thomson, president, Thomson Advertising Inc.; Marvin Hult, president, Marvin Hult & Assoc. Inc.; Charles C. Caley, president, WMBD Inc., and Robert Flink, vice president, Ross Advertising. WMBD-TV, CBS affiliate, intends to begin programming with the start of the new year.



Young lady with strong local ties

The young lady threading a wire insulating machine above is Lillian Robertson of Western Electric's plant in Buffalo, N. Y. Lillian plays a part in the daily life of many towns from Maine to California.

How? Well, the wire that Lillian is helping to make is used in Bell telephone central offices everywhere . . . helping to speed telephone calls. Thousands of other Western Electric men and women are establishing local ties, too, as they make the telephones, switching equipment, wire and cable and other items needed to make Bell telephone service possible.

Indeed Western Electric men and women who help with the job of supplying the Bell System come in touch with practically all of America. In doing this they share with the Bell telephone companies the common goal of providing good, dependable telephone service at low cost.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

In SHREVEPORT, La.

the STATION with the STARS HAS THE VIEWERS

*157,980 TELEVISION HOMES IN KTBS-TV AREA. 13,120 more homes and approximately 40,000 MORE VIEWERS than Station B.

*136,860 HOMES REACHED MONTHLY. 6,740 more homes and approximately 20,000 MORE VIEWERS than Station B.

*131,870 HOMES REACHED WEEKLY. 5,120 more homes and approximately 15,000 MORE VIEWERS than Station B.

*Latest Nielsen Survey

KTBS-TV CHANNEL 3
SHREVEPORT LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

Represented by
Edward Petry & Co., Inc.

Mayor, Though Backing Radio-Tv, Denies Them Entry to Ohio Court

Electronic media should be allowed in courtrooms, Mayor Wilson Stapleton of Shaker Heights, Ohio, said last week after he had been forced to reverse a previous decision that would have allowed KYW-TV Cleveland to film a traffic court session. The mayor presides as judge at the city's traffic court.

The decision was reversed after the Cleveland Bar Assn. termed the proposed coverage "a violation of the canon of judicial ethics."

Mayor Stapleton said, "Until bar associations resolve their thinking on this point, I must withdraw permission for tv coverage. Personally, I feel that we should let every type of media into the courtroom, even as reporters can come in to report the court activities. We should let the people see what is going on in the courts and thus gain an even greater respect for the courts. Furthermore, by showing to them the activities of their courts, we will be realizing greater educational values."

The program, *Justice*, was to have been presented in connection with the Cleveland celebration of "Know Your Law Week." KYW-TV said it had tried to be the first tv station in the Greater Cleveland area to enter a courtroom while in session. The *Justice* series is designed to enlighten the Northern Ohio audience regarding court procedure and activities.

15 Stations Join WRFM Campaign To Promote Fm Radios for Cars

WRFM (FM) New York, originator of an audience letter campaign to urge automobile manufacturers to include fm car radios as standard equipment, reported last week it has been joined in the effort by 15 fm stations throughout the country and by United Fm Inc., Los Angeles.

WRFM and the cooperating stations are scheduling 5-12 announcements daily encouraging listeners to write to automotive firms in support of an individual manufacturer. Announcements for manufacturers are rotated to blanket the automotive field, the station said.

Fm stations now participating in the fm car radio drive include WKJF Pittsburgh; KTRH-FM Houston; KONO-FM San Antonio; WGAU-FM Athens, Ga.; WJTN-FM Jamestown, N. Y.; WEBQ-FM Harrisburg, Ill.; WSVS-FM Crewe, Va.; WASH Washington, D. C.; WITH-FM Baltimore; KRHM Los Angeles; WSNJ-FM Bridgeton, N. J.; KGLA Los Angeles; WXHR Cambridge, Mass.; WCOU-FM Lewiston, Me.; WFLN Philadelphia, and WRFM.

VOTE . . . VOTE . . . VOTE . . . VOTE . . . VOTE

A one-word injunction to "Vote!" slipped into the stream of consciousness of Atlantans last week, as WAKE Atlanta tried a variation of the low-level audio approach [SPECIAL REPORT Dec. 2]. A continuous tape system enabled disc jockeys to fade in repetitions of the single-word announcement thousands of times in a 36-hour period, according to Morton J. Wagner, executive vice president in charge of the Bartell Group station, who sold the idea to the Atlanta Coca-Cola Bottling Co. Twice each hour the company was identified as sponsor, and listeners were reminded that voting is a democratic privilege to be exercised by everyone qualified. Early returns from the general election Wednesday indicated a record turnout, according to Mr. Wagner.

Ralph Beaudin Named KQV Head As AB-PT Takes Over Officially

Appointment of Ralph Beaudin as vice president and general manager of KQV Pittsburgh [AT DEADLINE, Nov. 11] was announced formally last Thursday as American Broadcasting-Paramount Theatres officially took ownership of the station.

MR. BEAUDIN

AB-PT bought the station, on 1410 kc with 5 kw, from Earl F. Reed and Irwin D. Wolf Jr. for about $700,000 [STATIONS, Oct. 28].

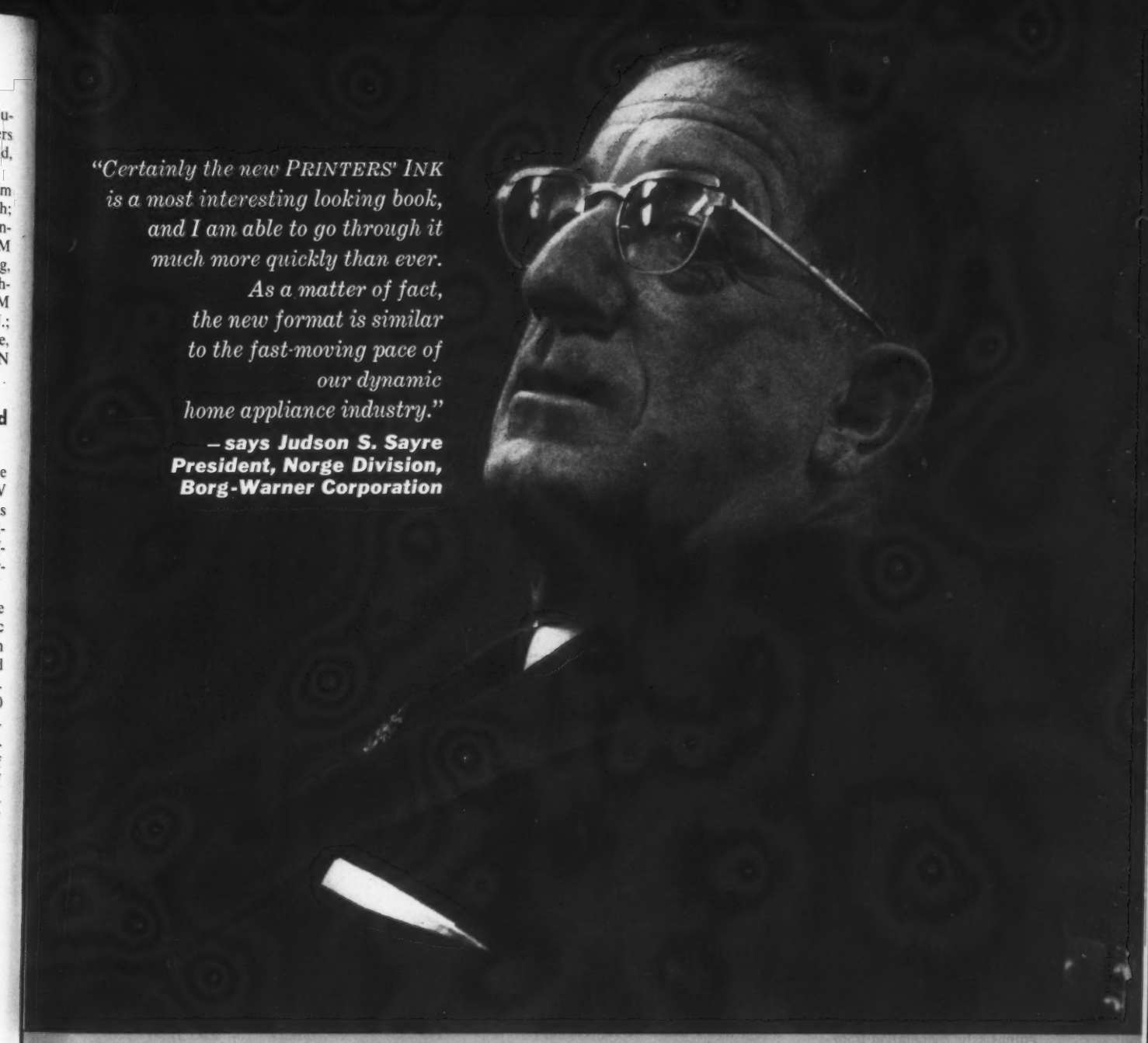
Leonard H. Goldenson, president of AB-PT and also of Allegheny Broadcasting Corp., KQV licensee which becomes an AB-PT subsidiary, announced the appointment of Mr. Beaudin to the Pittsburgh post. Mr. Beaudin has been manager of WBNY Buffalo, and before that was with KOWH Omaha as an account executive and with KOIL Omaha in a similar capacity.

Mr. Goldenson said AB-PT acquired KQV "with a single aim: To make this station the best in service to the people of Pittsburgh." As one of the oldest stations in America, he said, "KQV has a long and honored background. AB-PT will use its full resources to build on this record to make KQV the leader in its coverage area."

KQV, established in 1922, is the fifth wholly-owned AB-PT radio outlet. The others are WABC New York, WXYZ Detroit, KABC Los Angeles and KGO San Francisco. In addition AB-PT owns 50% of WLS Chicago. In television it owns five vhf stations.

KDKA-TV Films Trial in Pa.

Court films described by KDKA-TV Pittsburgh as "the first ever taken during a Pennsylvania trial" were shown on the station Nov. 29 during the Bill Burns 11 p.m. newscast. The films were shot during a Clarion County murder trial by Jerry Agnew, KDKA-TV cameraman, with permission of Judge Lloyd Weaver and the defendant. Judge Weaver observed later that the trial was not in any way impaired by the presence of the photographer, who used available lighting.



"Certainly the new PRINTERS' INK is a most interesting looking book, and I am able to go through it much more quickly than ever. As a matter of fact, the new format is similar to the fast-moving pace of our dynamic home appliance industry."

– says Judson S. Sayre
President, Norge Division,
Borg-Warner Corporation

PRINTERS' INK

THE MAGAZINE OF ADVERTISING. SELLING. MARKETING

Top management executives like the exciting urgency of the new PRINTERS' INK. Its fast-reading pages geared to the whole field of marketing—"news behind the news," significant trends, red-hot ideas.

Executives look to the new PRINTERS' INK for dynamic on-the-spot stories of the week's big events, the trends and developments interpreted so they can relate the effects upon their business. They like its selective, thought-provoking news magazine style—its executive viewpoint. More than ever, they look to PRINTERS' INK for ideas and techniques to help solve today's knotty problems and push forward the horizons of growth and profit.

PRINTERS' INK is the only publication doing this complete job for American industry and the men in advertising, selling and marketing.

This quality readership points up why PRINTERS' INK is the best buy for you who sell to the national advertising market. PRINTERS' INK delivers more—by far—total executive circulation (ad manager to president) among manufacturers than any other advertising publication.

Channel 7 rolls up its sleeves behind solid programming and digs in on merchandising and product promotion that really pays off. Give your marketing or distribution problems the Channel 7 solution—enthusiastic cooperation from folks who know firsthand just what makes this unique Miami market tick. WCKT's plus services deliver a promotional punch that gets you greater returns per TV dollar day after day.

Try WCKT now and discover why Channel 7 makes TV a better buy than meets the eye!

WCKT

CHANNEL 7

MIAMI, FLORIDA

Young Inc. Names Machcinski To Head Radio Station Sales

Advancement of Stephen A. Machcinski Jr. from general sales manager of radio and television sales for Adam Young representative companies to executive vice president of Adam Young Inc., radio station representative, was announced last week in New York.

MR. MACHCINSKI JR.

In his new post Mr. Machcinski will devote his entire time to supervising radio station sales. He joined Adam Young 13 years ago after earlier sales experience with the Katz Agency, Headley-Reed representatives, the *New York Daily News* and the J. Walter Thompson Co. He was appointed general manager of radio and tv sales for the Young organization three years ago.

Bolling Names Murphy in Dallas

Tom Murphy, formerly an account executive with Grant Adv., and salesman at KRLD, both Dallas, has been appointed sales manager of newly opened Dallas office of Bolling Co., national radio-tv representative, according to George W. Bolling, president. The new Dallas office, located in Gulf States Bldg., is the sixth regional office of Bolling Co. Others are located in New York, Chicago, Los Angeles, San Francisco and Boston.

KTRX (TV) Has Christmas Target

KTRX (TV) Kennewick, Wash., ch. 25, expects to be on the air for Christmas to serve the Tri-Cities area of Kennewick, Pasco and Richmond, according to Lawrence B. Krasner, vice president and west coast manager of Forjoe-Tv Inc., the station's national representative. KTRX' present plans call for feature films to occupy 90% of the on-air time. The station has purchased 1,900 films according to Mr. Krasner, from the libraries of major film makers.

WKTF Goes on Air in Virginia

WKTF Warrenton, Va., was scheduled for special ceremonies to mark its first day of operation last Saturday, according to an announcement by Ray Curry, general manager. WKTF is owned by Martha Rountree and Ruth Montgomery and will operate on 1420 kc with 5 kw.

WPEG Broadcasting in Florida

Tom Carr, advertising agency owner and broadcaster, has announced WPEG Arlington, Fla., now is on the air, broadcasting on 1220 kc with 250 w, daytime. Ed Zegarske, formerly in a managerial capacity at WHUB Cookville, Tenn., is station manager. WPEG is programming good music exclusively, according to Mr. Carr, who also owns WDAT South Daytona, Fla., and has agency offices in Ponte Vedra Beach, Fla., and Atlanta.

HEALTHY SITUATION

WIRE Indianapolis reports that its entire nighttime schedule from 8:30 p.m. to sign-off is sold out. The station has placed emphasis on an hour of classical and semi-classical music, followed by slow-tempo popular music. *Note Beat*, starting at 10 p.m., was described as having a waiting list of sponsors.

'Quality Stations' Rep Firm Formed by WOR-TV's Ted Steele

The formation of Ted Steele Radio & Television Station Representatives, New York, to serve as sales representative for a small group of "quality radio and tv stations throughout the nation," was announced last week by Ted Steele, WOR-TV New York personality.

Mr. Steele, who said he will continue his daily two-hour daytime show on WOR-TV, heads the new organization. Leonard H. Levitt, sales director of *The Ted Steele Show*, is vice president and general manager. Offices are at 510 Madison Ave. Negotiations with a number of prospective clients are in progress according to officials.

Spokesmen said the move stemmed from Mr. Steele's success in sales, management, programming and production in the New York area over the past 20 years. Billing on his own tv-radio activities in New York is estimated at more than $500,000 a year.

REPRESENTATIVE APPOINTMENTS

WREN Topeka, Kan., appoints George P. Hollingbery.

WLOF Orlando, Fla., appoints James S. Ayers Co.

WINE Buffalo and **WLEU Erie, Pa.,** appoint Radio-Tv Representatives, Inc.

WTMV East St. Louis, Ill., appoints Weed & Co.

WJBF (TV) Augusta, Ga., appoints George P. Hollingbery.

KOZE Lewiston, Idaho, appoints Gill-Perna Inc.

WJAM Marion, Ala., appoints Robert S. Keller, N. Y.

CKAC Montreal, Que., appoints Weed & Co. for U. S.

STATION SHORTS

WFBM-TV Indianapolis announces it has begun installation of RCA TP7-A dual slide projector, TP-15 Multiplexer, TK26-A 3-V Vidicon color camera, TK21-A Monochrome camera and two TP6-CC 16 mm projectors.

KROC-TV Rochester, Minn. announces increase of power from 100 kw to 240 kw.

WRTI-FM Philadelphia (Temple U.) announces it is now broadcasting 1-6 p.m. with effective radiated power of 800 w.

Now you can buy "live" television recordings

TV Stations are now taking delivery on Ampex "Videotape"* Recorders, and the long awaited "quality revolution" is here. For these machines magnetically record TV pictures on tape with the full grey scale, and playbacks look **live!**

This means your recorded programs and spots will be identical in quality to the original telecast. Your commercials will have all the feel of "live camera," but without the danger of fluffs. And they can be recorded just minutes before telecast time.

See the tremendous quality advance for yourself. Check those programs on the air now on "Videotape"*—and compare.

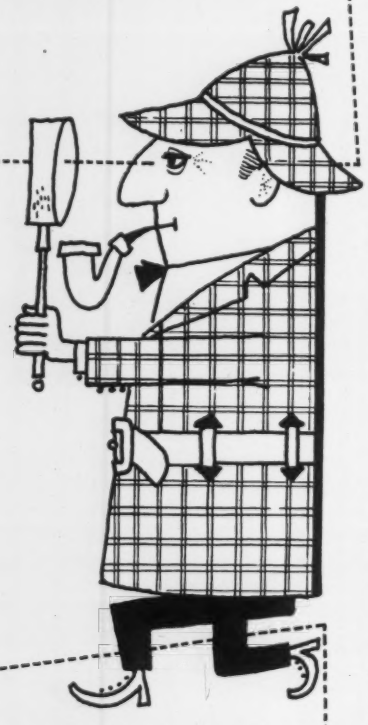
850 CHARTER STREET, REDWOOD CITY, CALIFORNIA

NEW YORK, CHICAGO, LOS ANGELES, DALLAS, WASHINGTON D.C., DETROIT, SAN FRANCISCO

AMPEX
CORPORATION
professional products division

*TM Ampex Corporation

use
CHANNEL 4-SIGHT

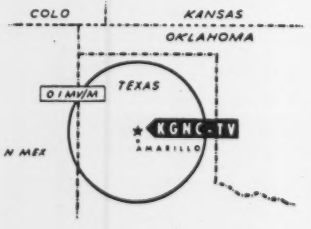


You don't have to be a Sherlock, nor do you need a glass to magnify the resultant effect of the use of Channel 4 in the great Golden Spread.

More than 100,000 TV sets in a vastly healthy and wealthy market.

Power: Visual 100 kw
Aural 50 kw

Antenna Height 833 feet above the ground



KGNC-TV
CHANNEL 4
AMARILLO, TEXAS

CONTACT ANY KATZ MAN

MANUFACTURING

SLIGHT SET LAG EXPECTED IN '58

- **N. Y. investment firm reports on manufacturers' outlook**
- **Forecast: 5% decline in tv output, narrower profit margins**

Barring an unusual run on radio-tv sets during the Christmas shopping spree, what's the status of the receiver manufacturing industry?

The prospects presented by Arnold Bernhard & Co., New York, investment adviser, in "The Value Line" investment survey released last Monday: With disposable income leveling off and unemployment rising, replacement demand is likely to falter in 1958; tv manufacturers already have experienced a long recession during the past two years; current prices of the stocks "do not yet fully discount the lower profits visualized for 1958;" sales now are down; there's been an inventory readjustment and a better supply-and-demand balance achieved, but the industry "is at a level of production well below capacity."

Seen for 1958: a 5% decline in tv set production "in view of the developing general business recession."

The survey reported "profit spreads . . . may not deteriorate much below the 1957 level for some companies. This is likely to apply especially in the television section [of consumer durables] where factory output has dropped to about 6.6 million units this year from 7.4 million in 1956, while retail sales declined only moderately below 6.8 million units of 1956. However, inventories of tv sets have been built up again in the past two months in anticipation of a Christmas season bulge at retail."

The report warned: "If the new thin models (made possible by the 110-degree angle picture tube) do not sell well during December, the industry will probably enter a new inventory readjustment phase in early 1958."

In the electrical industry's biggest volume appliances, market saturation is high, according to the investment adviser. For tv, saturation is given at 80%.

Quick summary or highlights on individual companies reported by the survey:

Admiral Corp.—"A cyclical recovery in profits in the years ahead will likely be accompanied by a wide price [of stock] advance . . . at best, stock may be expected to yield 2.4% over the coming 12 months" contrasted to average annual return of 4.2% in past years.

Admiral's earnings reports are looking better; its seven-year pattern of lower earnings can be expected to be broken next year; its increased prices and higher unit volume in the higher-priced and higher-margined table and console models should more than offset a smaller volume of set production.

Collins Radio—It is "isolated against the ups and downs of civilian business cycles by its heavy backlog of government orders. Therefore the current general business recession should have little effect on this company." (Collins Radio designs, manufactures and sells specialized radio communication equipment among many products—including those used in defense).

Cornell-Dubilier Electric Corp. (a leading manufacturer of capacitors)—The expected drop in both tv set and auto production (8% predicted) will hurt Cornell-Dubilier which sells condensers and aerials to the tv industry and radio aerials to automobile makers—"lower sales in 1958 seem probable."

Allen B. DuMont Labs—DuMont can be expected to break about even next year. The company suffered in recent months when the demand was for lower-priced portable sets in which DuMont doesn't specialize; its $20,000 profit for the third quarter was the first such showing since the final three months of 1954. "Currently operating at a break-even point and paying no dividend, the [DuMont] stock is an outright speculation on the success of management in developing earnings in the future."

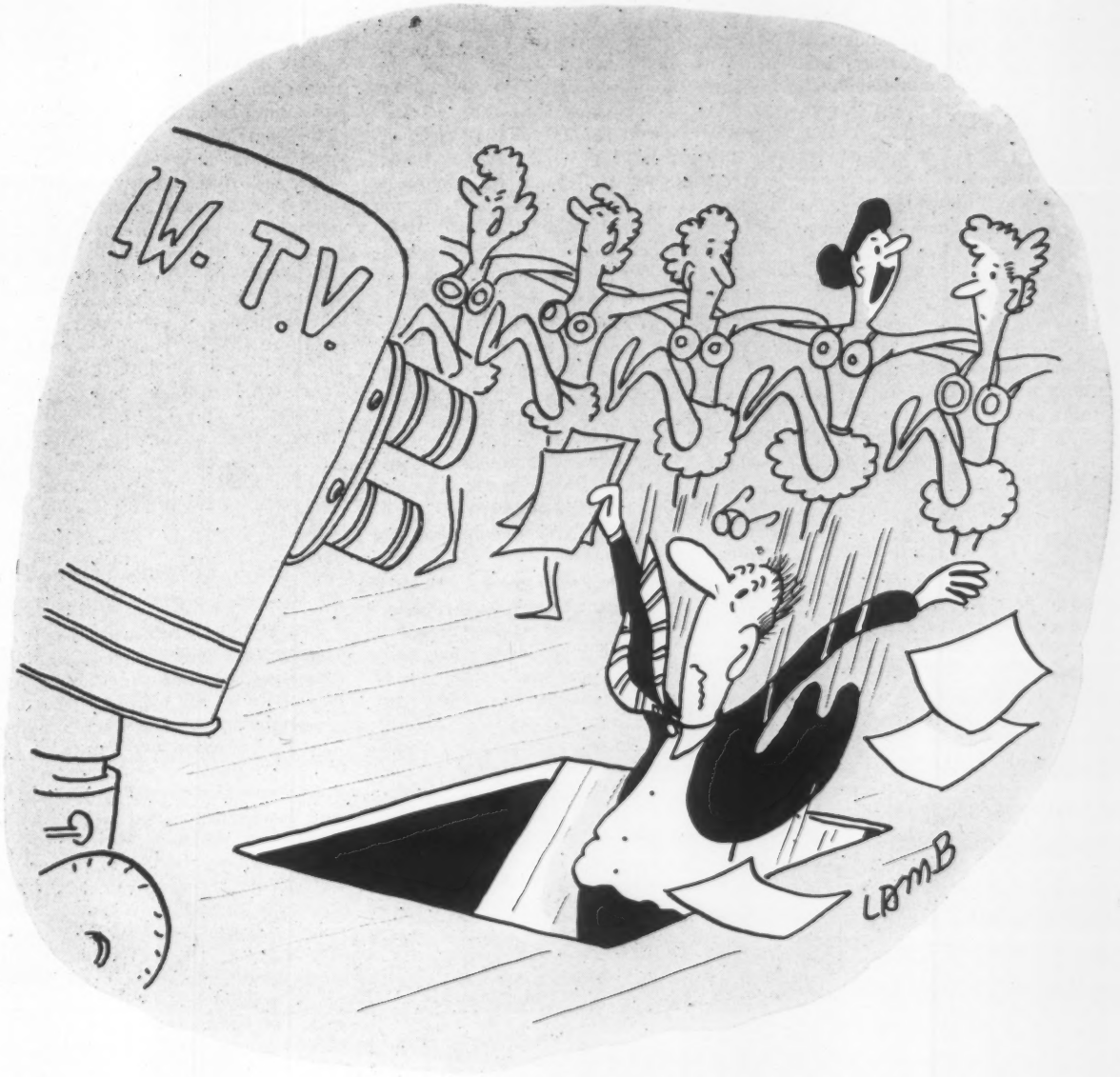
Emerson Radio—This company completed its fiscal 1957 (ended Oct. 31) without paying a dividend—"an abrupt break in the 14-year cash dividend record." Though its financial position is satisfactory, the company may have done little better than break even in 1957 and has little hope conditions will improve in the next 12 months. Sales of Emerson radios apparently did well but the tv line (as well as air-conditioners) was down. An expected bulge in tv set sales last Christmas did not come about and Emerson's inventory was a large hangover in the market during much of 1957.

General Electric Co.—"Ranks with the bluest of the blue chips. It does 22% of the business in one of the real growth industries. . . . We project a 40% increase in profits and in dividends over the next three to five years." GE's record profits achieved this year "may prove a temporary peak," profit margins can be expected to weaken as sales slip.

Hoffman Electronics—Its "reputation for quality electronics is growing rapidly . . . earning power should expand in the years ahead." One of its divisions makes radios, phonographs and tv sets, another semiconductors. Estimate: $40 million sales this year, $48 million next year.

Magnavox—"Reported record sales and earnings for its recently completed fiscal year (ended June 30), a remarkable showing since the industry as a whole has been experiencing hard times." Primarily responsible for the sales gain was a near 20% increase in tv set sales and doubling of hi-fi phonograph sales. Net income increased 21% in the period, though the profit margin narrowed from 10.6% in fiscal 1956 to 9.4% in fiscal 1957. Prediction: Moderate increase in sales and earnings for the full fiscal year.

Motorola—This firm is one of the largest auto radio manufacturers (important competition is from General Motors' Delco Div.) and traditionally has supplied one-



He forgot that "Scotch" is a brand name for tape!

It's easy for all of us to fall into bad habits! While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "SCOTCH" Brand Cellophane Tape, or "SCOTCH" Brand Magnetic Tape, etc., please just say *cellophane tape* or *magnetic tape*. Thank you.

MINNESOTA MINING AND MANUFACTURING COMPANY

ST. PAUL 6, MINNESOTA

half of radios used by Ford and Chrysler and all used by American Motors. Though tied to the fortunes of the auto industry, Motorola's radio sales also depend on whether the percentage of new automobiles sold are radio-equipped. Thus far, this percentage has been on the rise. It has strengthened position in tv set making, its production deadlines have not been as great as the average for the tv industry.

Philco—According to a company spokesman: sales of 1958 tv models already introduced and of radios and hi-fi are "quite satisfactory"; air conditioning and color tv, however, "disappointing." Philco is not producing a color set at present. Its third-quarter net income was more than six times greater than the similar period of a year previous; profits in the first nine months almost tripled the level of before, but earnings totals are "still very low relative to the pre-1956 experience."

RCA—Broadcasting activities account for about 25% of over-all volume and provide a steady source of income "year in and year out." NBC-TV apparently has gained in "competition for prestige shows . . . expanded its share of tv audience during the current season," but "expenses of color shows are substantial." Though RCA has been promoting color almost single-handed, "mass acceptance still seems at least a year removed." Manufacturing provides 72% of total sales, shipments to the government about 30%. Introductory color expenses seem to be largely at fault for a drop in RCA's profit margin even though sales have increased.

Prediction: tv set sales in 1958 may dip below the 1957 level in sympathy with the estimated slippage in consumer expenditures on durables. But records and hi-fi are "hot" items at present. RCA's dollar sales, aided by selective price advances already made, will rise slightly next year, and, despite a probable lower profit margin, net income will hold within 10% of the 1957 level. "RCA is expected to give a better-than-average market performance during the coming year."

Raytheon Mfg.—Despite recent improvement in management, "Raytheon stock has little to recommend it at present." Company plows back much of its earnings because of rapidly expanding sales in past years, but the importance of government orders to the firm means the expected business recession probably will not curtail Raytheon's sales next year. Prediction: estimated 6% profit margin for 1958, slightly higher than the depressed 1956 margin.

Sylvania Electric Products—Tv industry's inventory of tv picture tubes at the end of September was 32% below the figure of a year ago. Reasons: production schedules were cut early in year and output geared closely to retail sales, and new 110-degree picture tubes caused old style tubes to be cleared out. Sylvania has benefited from this thin picture tube acceptance. Factory unit sales were up. Sylvania stock "appears to be an excellent vehicle for longer-term" buys.

Westinghouse Electric—Combined with GE, Westinghouse accounts for about one-third of the entire electrical equipment industry's production. Consumer durables are the problem area of the industry and "consumer lines threaten to remain troublesome in the year ahead." Its stock (at about the same price level as competitor GE) "appears to offer somewhat better current value . . . [but]relative to all stocks, Westinghouse has no more than average investment appeal at this time."

Zenith Radio—It shipped 11% more tv set units in the first nine months of the year than the period of a year ago (but industry was down 14%). "Feather in management's cap": winning an out-of-court settlement from RCA in anti-trust suit ($10 million in damages, payable $1 million a year). Prediction: "Because the long post-war rise in disposable income is expected to level off in 1958 for the first time since 1954, we tentatively estimate lower volume and a slightly narrower profit margin next year."

RETIRE

tonight calm and peaceful in the knowledge that you bought time on the consistently proven #1 TV station (KJEO-TV) in the fabulously rich Fresno and San Joaquin Valley market. Consult your Branham man now for further fascinating details. We GUARANTEE you'll save your energies . . . get more for your monies . . . on KJEO-TV Fresno. ACT TODAY!

McDonald Reveals Zenith Plan To Reincorporate, Split Stock

Zenith Radio Corp. plans a corporate reorganization, moving its legal site from Illinois to Delaware and calling for a two-for-one stock split, Comdr. E. F. McDonald Jr., president, has announced following action by the board of directors. The plan, to be considered by stockholders early next year, is intended to broaden Zenith's ownership base, boosting the number of authorized shares of stock. Zenith stock, which consistently has been selling at over $100 per share, closed on the New York Exchange at the time of Comdr. McDonald's announcement Nov. 27 at $126 (up $9 after a $6 drop the day before). With Delaware reincorporation, Illinois capital stock tax is non-applicable and the firm could issue non-voting preferred stock. Quarterly dividends on new stock are expected to be 50 cents per share (equivalent to $1 on present stock). Zenith directors also approved extra and special dividends out of 1957 earnings.

RCA Working on New Designs For Fm, Multiplex Equipment

Development of new-type fm broadcast transmitters and complementary multiplexing equipment was announced last week by E. C. Tracy, manager, RCA broadcast and tv equipment department. The fm multiplexing equipment is currently undergoing experimental testing in conjunction with WCAU-FM Philadelphia, according to Mr. Tracy.

"Test results obtained to date," he said, "indicate that equipment designs are in a near-final stage and that RCA, by late 1958, will have on the market complete fm transmitters designed for multiplex operation."

Planned for RCA's new fm broadcast transmitter line, according to Mr. Tracy, are: a 10 w exciter-transmitter (Type BTE-10B); a 250 w fm transmitter (Type BTF-250B); a 5 kw fm transmitter (Type BTF-5B), and multiplex sub-carrier generator equipment for use with RCA multiplex exciters. The equipment reportedly will be

KTSA, SAN ANTONIO - -

Split Second Timing With Four Gates CB-100 Three Speed Turntables

Tight music programs are no problem for KTSA, San Antonio, one of the McLendon stations. A custom-built Gates CB-4 desk with four CB-100 three speed turntables permits split second timing and "on the nose" programming . . . while one turntable is on the air, three are standing by with records cued. This means perfect continuity in any situation.

Other progressive stations across the nation are calling on Gates for special custom-built audio systems. Whether a custom made turntable installation for one of Texas' top stations, or the huge master control console for the Voice of America, Gates is ready to put its experience and know-how to work for you.

Call Gates first for all your equipment needs, including custom-built systems manufactured exclusively for your station.

GATES

GATES RADIO COMPANY, Quincy, Ill., U.S.A.

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all orders will be checked, in the event of duplication you will be notified immediately

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designed for use with many fm broadcast transmitters now in operation.

"Although it is not possible to estimate equipment prices at this early stage," Mr. Tracy said, "we have every reason to believe that our new fm transmitters will design-out to prices lower than those of fm transmitters manufactured by RCA a decade ago."

Radio Set Business Up, Tv Down From Last Year

Both production and retail sales of radio receivers are running 10% over 1956, according to 10-month figures issued by Electronic Industries Assn. (formerly RETMA). Production and sales of tv sets, however, are running under last year.

Output of radios totaled 11,945,534 sets in the first 10 months of 1957 compared to 10,884,760 in the same 1956 period. Auto radios accounted for 4,362,091 in the 1957 period compared to 3,607,911 in 10 months of 1956. Total radio output in October amounted to 1,569,180 sets compared to 1,348,864 for the same month in 1956.

Tv production totaled 5,251,158 sets for the first 10 months of 1957 compared to 6,080,052 in the same 1956 period. October tv output totaled 661,994 sets compared to 820,781 in October 1956. Of the 661,994 October sets, 83,372 had uhf tuners compared to 131,243 in October 1956.

Retail sales of radio sets totaled 6,764,221 units in the first 10 months of 1957 compared to 5,990,718 in the same month a year ago. Retail radio figures do not include auto sets, most of which move directly to the automotive industry. October radio sales totaled 923,849 compared to 585,666 in the same 1956 month.

Retail tv sales totaled 5,024,670 in the first 10 months of 1957 compared to 5,287,199 in the same period of 1956. October tv retail sales totaled 572,589 sets compared to 683,573 in the same month a year ago.

Following are tv and radio set production figures for October and the first 10 months of 1957:

	Television	*Auto Radio*	*Total Radio*
January (1957)	450,190	521,624	1,085,529
February	464,697	522,859	1,264,765
March (5 wks)	559,842	597,532	1,609,073
April	361,246	380,452	1,115,813
May	342,386	396,151	1,023,771
June (5 wks)	543,778	416,058	1,088,343
July	360,660	256,279	612,588
August	673,734	301,971	965,724
September (5 wks)	832,631	446,419	1,610,748
October	661,994	522,746	1,569,180
TOTAL	5,251,158	4,362,091	11,945,534

Following are retail sales of tv and radio sets (not including auto radios) for the first 10 months of 1957:

	Television Sales	*Radio Sales*
January	623,359	563,363
February	525,437	525,029
March (5 wks)	534,115	730,584
April	337,965	543,092
May	399,757	547,480
June (5 wks)	389,770	729,421
July	426,294	597,484
August	510,097	710,553
September (5 wks)	705,247	893,366
October	572,589	923,849
TOTAL	5,024,670	6,764,221

Jim Reeves was manning one of Mobil's drilling-rig-to-shore radios in Sabine Pass, Texas, when Hurricane Audrey barreled in. He flashed orders to the men on the Gulf: "Lash down equipment! Abandon drilling platforms!"

Then Reeves could have left. He didn't. He stayed to help others. All night long, as the hurricane mounted and rising waters threatened to maroon him, he carried or led dazed and frightened youngsters and adults to safety.

Just as he was about to call it a night, he got a call for help from a grandmother cut off with her two small granddaughters. Floodwaters already swirled above floor level of their one-story home. Screaming winds hurled heavy branches and bits of debris through the air. Power lines snapped like whips.

Reeves plunged into water up to his waist to fight his way to the stricken house. He tied the little girls together. Then, cradling them in one arm, and supporting the grandmother with the other, he struggled back to safety.

Jim Reeves typified oilmen throughout that storm-swept area. And the story has been the same before, in tornadoes, flash-floods and blizzards.

Knowing how to battle disaster gets built into oilmen. In finding, producing and moving oil, they learn how to cope with nature in her trickiest moods.

And, they have the heart.

Mobil

SOCONY MOBIL OIL CO., INC.
Leader in lubrication for 91 years

APRIL VTR DELIVERY PROMISED BY AMPEX

- **Color attachment announced**
- **Speed-up enables new orders**

Announcement that Ampex Corp. will complete delivery of all videotape recorders on order for tv stations by April, in time for DST operation, and now will take orders for additional deliveries starting that month was made Tuesday by George I. Long, Ampex president. Concurrently, Mr. Long also announced that orders are being taken for a new unit which will enable the Ampex monochrome recorder to handle color tv programs and that stations now may acquire the tv recording apparatus on a lease basis as well as by outright purchase.

The trifold announcement was made in an all-day series of conference calls placed by Mr. Long from Ampex headquarters in Redwood City, Calif., to the owners and managers of more than 500 tv stations (all that are licensed) in the continental United States, Alaska, Hawaii and Puerto Rico. A telephone company official was quoted as calling the Ampex order the largest ever received for a conference call.

Until Mr. Long's announcement that the $4.5 million backlog of orders for more than 100 units of the production model VTR would be filled by April, it had been anticipated that filling these orders would take at least a year from the time the first unit came off the production line last month for delivery to KING-TV Seattle [MANUFACTURING, Nov. 25]. Most of the orders from tv stations have been on the Ampex books since the April 1956 NARTB convention in Chicago, where the company's process of recording tv programs on tape was first demonstrated to station owners and executives [MANUFACTURING, April 23, 1956]. The only orders filled before last month were those placed by the tv networks for prototype units, priced at $75,000 apiece, appreciably higher than the $45,000 price of the production units ordered by individual stations.

The new Ampex color recording attachment is completely compatible with the black-and-white recorder, Mr. Long said. Orders now are being accepted, he said, for prototypes of the color device at $29,000 each, with deliveries to begin in June. The announcement, following that of an agreement for exchange of patent licenses between Ampex and RCA [AT DEADLINE, Oct. 14] indicates almost a certainty that on tape, as well as on the air, there will be full compatibility between color and monochrome and that the industry will be united behind a single system of television tape recording.

Speaking of the new color recording equipment in a talk to the Seattle Advertising Club, meeting Tuesday in Studio A of KING-TV, Neal K. McNaughten, manager of the professional products division of Ampex, emphasized that there is no mechanical change to the black-and-white recorder. Color conversion is accomplished electronically by the addition of a single rack of equipment to any VR-1000, plus minor connection changes. "This means," he said, "there is no need for a station to wait for a machine built from the ground up as a color recorder. This station can have a VR-1000 production recorder now and benefit from all the economies of its use for black-and-white. Furthermore, the station can explore the many possibilities of videotape recording at the earliest possible moment, and simply expand its use to include color when this accessory is needed."

Asked if Ampex expects to sell many of its color conversion prototypes to tv stations, Robert Paulson, sales manager, answered no. Chief significance of the color equipment on the station level, he said, will be in monochrome VTR sales to stations which have held off ordering black-and-white videotape recorders for fear that when color came along, it might prove necessary to scrap the monochrome unit and install completely new recording apparatus. These independent stations, he added, for the most part don't need color recorders yet and might as well wait for the development of production color units, which he estimated would be priced at about $20,000, appreciably less than the $29,000 cost of the prototypes now being offered. "Instead of worrying about color", Mr. Paulson said, "these stations should install two black-and-white VTR machines now and convert them for use with color when necessary. That's what we're trying to sell them on doing, as being both more efficient and more economical."

Amplifying the third phase of Mr. Long's conference call, regarding the availability of Ampex videotape recording equipment on lease as well as by purchase, Mr. Paulson said that arrangements had been made with U.S. Leasing Corp. for leasing Ampex equipment to stations. Rentals, he said, would start at about $1,175 a month for a single production model black-and-white recorder (VR-1000), compared with the sale price of $45,000 for the unit. Rental of a single videotape recorder plus the color attachment would be about $1,875 a month, he said.

In his talk to the Seattle Advertising Club, Mr. McNaughten pointed out that already CBS-TV has eliminated all east-to-west live nighttime telecasting, utilizing videotape "to completely parallel its east and west schedules and adjust them to compensate for difference in east-west audience peaks . . . It is our understanding that other networks will be bringing the same service as soon as sufficient Ampex equipment is available," he said. He added: "Besides using videotape for delaying programs, the networks are now putting some of their shows on tape in advance for playback at a later time."

Similarly, Mr. McNaughten commented, "the independent station will be able to tape locally-produced shows, for later presentation at a cost well below that of film. It will also be possible to cover news and special events without the necessity of going to film. An important use for the videotape recorder for some stations will be the auditioning of local shows for clients. The overall cost will be well under that for film, and the client will be able to see the show on a video screen, thus seeing it as it would be telecast. This applies to the preparation of commercials, as well.

"The flexibility of videotape in permitting instant playback can be quite useful and valuable to the independent station. For example, the station can pick up live commercials on location, perhaps a sponsor's store promotion or an on-the-spot look at used automobiles on the showroom floor, and play them back the same day.

"During the peak loads of live programming, scheduling is often so difficult that potential business is turned away or done awkwardly. With tape, it is possible to schedule production of programs and commercials efficiently and smoothly — minutes, hours, or even days before broadcast. There will be benefits all the way around. Sponsors, agencies, performers, camera crews and station executives will learn what it is to have results immediately confirmed while the cast and crew are standing by. Production costs will be lowered, and both station and agency personnel can get off tranquilizers and back on to aspirins.

"We are often asked about splicing and editing videotape. It is entirely practical to splice program segments together or to insert a commercial in a program. I would like to comment that splicing is a technique but not a difficult one which can be quickly learned and executed. We are certain that experience will develop applications of this splicing technique in many areas of television programming.

"Another frequent question concerns dubbing, transferring information from a recorded tape to another tape. This is definitely practical where a limited number of copies are required. At the present time, duplication is done on a one-to-one basis. To make three duplicates of a one-hour show would require two machines and three hours, or four machines and one hour. A high-speed duplication system is certainly required and is a natural assignment for our research and development engineers," Mr. McNaughten said.

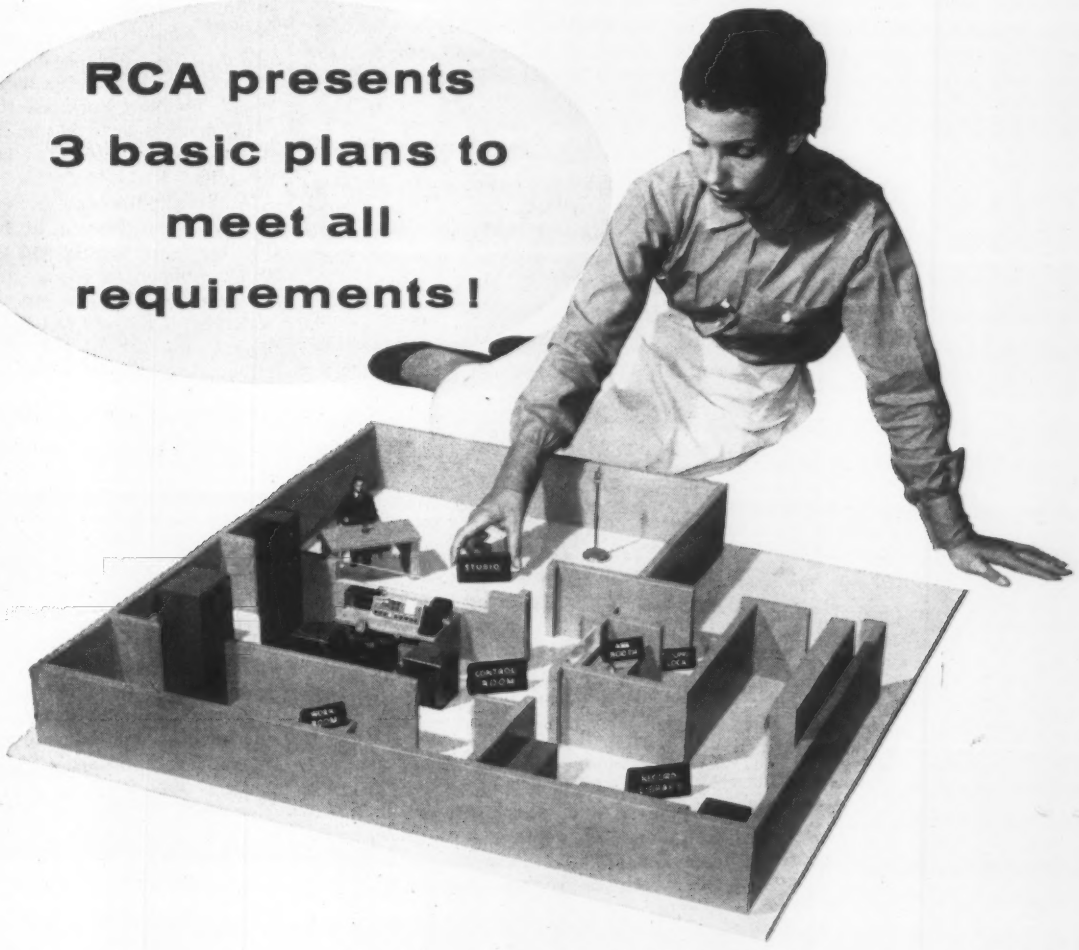
DuMont Reorganizes Structure Of Research, Development Labs

Organization of the Research and Development Div. of Allen B. DuMont Labs into eight specialized laboratories under centralized control and direction was announced Thursday by Robert T. Cavanagh, director of the division.

Laboratories established are an advanced development group under Richard C. Palmer, a systems lab headed by Robert Wakeman, the communications and radar laboratory under William Sayer, the data and display laboratory under Robert Deichert, military television lab under John Auld, a nuclear instrumentation lab directly supervised by Mr. Cavanagh, a mechanical laboratory under Ludwig Zucker and a commercial receiver lab under Bernard Amos. DuMont research and development laboratories are located in East Paterson, N. J.

Mr. Cavanagh also announced that Hambert Pacini, most recently in charge of television receiver engineering with DuMont, had been named associate director of the division for technical operations.

Planning a Radio Station?



These versatile plans illustrate how the very latest equipment can be arranged to perform efficiently with a minimum of capital and personnel. Since programming requirements vary, three basic plans, representing three specific categories of operation, are provided.

Plan "A" is for a typical small station and requires a minimum investment. A "combined" studio-transmitter operation contributes to its overall efficiency.

Plan "B," also is for a "combined" operation, but it provides additional facilities to allow for announce booth and other local program material. A typical community station of moderate size, it meets the widest range of applications.

Plan "C," with separate studio and transmitter locations, is functionally designed for big city operation. It highlights the advantages of a spacious two-studio station.

Building layouts, together with a discussion of equipment requirements and current trends, are included in a new Brochure. For your free copy, write to RCA Department AB-22 Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

RCA ... your first source of help in station planning

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

Tmk(s) ®

Services Held for RCA Official

Funeral services were held Friday for Harry F. Randolph, 57, manager, receiving tube operations, RCA Electron Tube Div., who died Tuesday of a heart attack in Harrison, N. J. Mr. Randolph, with RCA since 1932, was responsible for all aspects of the development and manufacture of all receiving tubes produced by the RCA Electron Tube Div. He lived at Glen Ridge, New Jersey.

Joining RCA as a foreman at the Harrison Tube Div. Plant, Mr. Randolph served in increasingly responsible posts in various tube manufacturing divisions. Among his assignments were those of supervisor of construction of the RCA tube plant in Lancaster, Pa., plant manager of RCA Victor Div. plant, and general plant manager for all RCA tube division plants. He is survived by his wife, a brother and a sister.

Dynair Operating at New Plant

Dynair Electronics Inc., which entered the accessory tv equipment field some weeks ago, has moved into its new plant at Gillespie Field, near El Cajon, Calif., according to an announcement by E. G. (Garry) Gramman, president.

The firm is offering such specialized and modified standard products as closed-circuit transmitters, c-c wideband transmitters and demodulators, video line and distribution amplifiers and electronically regulated power supply equipment.

Mr. Gramman, who handles Dynair administration and sales, formerly was a member of the sales and marketing department of Kin Tel Div. of Cohu Electronics Inc., San Diego, Calif., and Allen B. DuMont Labs. Vice president and head of engineering and production is L. G. Schlicht, formerly in the engineering department of Kin Tel. V. R. Woolington is secretary-treasurer of the new firm.

Midwestern Buys Calif. Firm

Midwestern Instruments Inc., Tulsa, Okla., which recently acquired Magnecord Inc., also has purchased Data Storage Devices Co. (magnetic recording heads), Van Nuys, Calif., and installed Francis A. Oliver, its former owner, as vice president of the new Data Div. headquarters in Tulsa. Midwestern bought the entire assets of Data Storage for an undisclosed sum, partly in cash and common stock, according to M. E. Morrow, Midwestern board chairman. All Data personnel will move to Tulsa, it was reported. Purchase was another step in Midwestern's electronics expansion program and attributed to growing requirements by the Magnecord Div. for magnetic heads.

MANUFACTURING SHORTS

Sarkes Tarzian Inc., Bloomington, Ind., reports delivery of Vidicon camera equipment to Wayne State U. and WBPZ-TV Lock Haven, Pa., and complete studio equipment to KXLJ-TV Helena, Mont.

Shure Bros., Evanston, Ill., announces its Model 12 Studio Dynetic phonograph tone arm and cartridge (designed for installation where space is limited) includes same one-gram needle pressure and reproduction characteristics of Model-16 but is 3½ inches shorter and handles records up to 12 inches, compared to 16-inch transcriptions in Model M-16.

H. H. Scott Inc., Maynard, Mass., announces new features have been incorporated into its Model 99-D amplifier, including front panel speaker selector switch for choosing between two speakers and tape-monitoring switch for monitoring while recording. Additionally, all tape recording jacks are accessible on rear panel.

Jack Kaufman, co-founder-general manager, Lewis & Kaufman Ltd. (electron power transmitting and special purpose tubes), Los Gatos, and executive vice president of parent company, International Glass Corp., Culver City, both California, announces opening of office in San Mateo, Calif., for personal representation of manufacturers' products.

Foto-Video Labs Inc. (tv equipment), Little Falls, N. J., announces acquisition of 10,000 sq. ft. plant in Cedar Grove, N. J.

Webcor Inc., Chicago, announces 25 cent dividend, representing 15 cent quarterly dividend, plus 10 cent year-end extra, payable Dec. 28 to stockholders of record Dec. 15. It marks first cash dividend by Webcor since June 1956.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

Digges Hits Eggheads, Praises Commercial Tv

Commercial broadcasters are the ones largely carrying the ball for educational television, while "intellectuals" criticize tv loudly and blindly and "run the other way" whenever they have a chance to be helpful, Sam Cook Digges, general manager of WCBS-TV New York, asserted last week.

He made it clear that he didn't mean this was true in all cases, but said it was true too often.

Addressing the Metropolitan College Public Relations Council in New York last Thursday, Mr. Digges said television "has a tough problem in getting through to *many* intellectuals" because they either won't watch or, if they do watch occasionally, belong to the cult that deems it fashionable publicly to ignore—or to offer blanket criticism of—television."

He said that "inaccurate, irresponsible blanket criticism" often is circulated "by the very people who can, directly or indirectly, make the greatest contribution to television." He continued:

"We're being damned by the people who'll be damned if they'll watch television to find out if there's anything good . . . and who'll be damned if they'll do anything to improve what, for them—although they have no first-hand knowledge of it—is intolerable."

Mr. Digges said "This unfair, uninformed criticism can—and does—have a devastating effect. Some educators are reluctant to move in an atmosphere of this kind. Broadcasters often find themselves stymied by this reluctance in spite of their own desires. The inevitable result: less effective and less educational television."

He said he once "had something of an inferiority complex" about what commercial broadcasters were doing for educational television—but no more. "Today," he asserted, "except in too few cases, it is the commercial broadcaster who is supplying much of the action . . . the money . . . and the courage in behalf of educational television."

Mr. Digges praised New York's Metropolitan Educational Television Assn. for its courage in proceeding with a program, "The Faces of War," on WCBS-TV about a month ago despite the fact that the New York Public Library, which helped prepare it, elected at the last minute to disown it. Actually, he said, just one man was behind the library's action, yet pressures developed to have the program killed altogether.

He also cited New York U.'s courage in presenting a number of programs in cooperation with commercial stations, including the early-morning (6:30-7 a.m.) *Sunrise Semester* course on WCBS-TV. "While others have talked," he said, "NYU has acted."

Mr. Digges also urged educational institutions not to be "too conservative" in their thinking about educational tv, and called for better communications—mutual understanding—between educators and broadcasters.

"I have always considered the Madison Ave. jungle a pretty tough place," he said. "The jealousies, the politics, the business rivalries are nothing on Madison Ave. com-

NEW!

The color film that changed the standards of still photographers everywhere is now available as a 16mm motion picture stock.

SUPER ANSCOCHROME 16mm FILM

Daylight-exposure index 100

● This premium color emulsion, widely accepted and acclaimed in still work, has been made available in 16mm width for motion picture photography. Its speed of 100 makes it the most useful film for all phases of cinematography where speed and superb color rendition are called for. Super Anscochrome's improved curve conformity, characteristic of all Anscochrome emulsions, provides a color balance that has never been achieved in any other color film. It combines high speed, good latitude, clean highlights and superior shadow area penetration—all so desirable in available light cinema-reportage as well as routine work where a reserve of speed is needed. And Super Anscochrome's high speed does *not* mean a loss of quality. Its design is such that the speed becomes an added feature to the already outstanding characteristics of Anscochrome emulsions.

Ansco, Binghamton, New York. A Division of General Aniline & Film Corporation.

Ansco

Super Anscochrome 16 mm Film

an apple for the sponsor, too!

Miss Sally's *Romper Room*, delight of the small fry set in Washington, is the apple of the advertiser's eye, too . . . because it produces rich fruits in the way of *adult* response, by way of moppet demand. Romper Room (11 a.m. to noon weekdays) has room for a few more apple-seeking advertisers who want results.

real lively daytime programming

wmal-tv

channel 7 *Washington, D. C.*
AN *EVENING STAR* STATION
Represented by H-R Television, Inc.

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afternoon and nighttime
191,000 watts **K·MSO-TV** CBS ABC NBC
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pared to those I find among and within the jungle of educational institutions. The many factions . . . the many different institutions . . . would do well to consider the problem of educational television from the standpoint of the overall problem. Anything that is good for educational television can only benefit individuals and institutions truly interested in more and better educational television."

Mr. Digges added "It's a plain, well-established fact that educational institutions and commercial broadcasters can work together . . . many broadcasters and educators who have cared to explore the matter have found each other ready, willing and able to cooperate in telecasting educational programs."

WCBS-TV has found, he reported, that it can best serve educational institutions with 15-minute and especially 30-minute programs. He also paid tribute to "the professionals in the business who are associated with educational institutions," asserting they "are doing an excellent job and are contributing so much to the betterment of the industry and the general public."

He called upon the College Public Relations Council members to use their influence to "change the dim outlook for educational television to a bright outlook," and outlined approaches that educational institutions might take in getting programs on commercial stations.

Chicago Educational Outlet In Drive for Added Funds

WTTW (TV) Chicago still lacks $340,000 to finance the third year of its non-commercial, educational video operation.

That's the goal set by Edward L. Ryerson, president of the licensee Chicago Educational Television Assn. and local industrialist, in a financial report released last week.

The station's proposed operating budget is $735,000, with an estimated $550,000 to be derived from "earned self-support," largely through production contracts and services. It still needs $235,000 through community contributions, plus an additional $105,000 to sustain WTTW's recent studio expansion and power boost from 56 kw to 278 kw. Campaign for special gifts is under way.

Journalism Grads in Demand

Out of 85 journalism schools and departments checked in the annual survey of placement and job opportunities by *Journalism Quarterly*, 80 reported "inability to fill job offers," according to an announcement from the U. of Oregon, whose journalism school dean, Charles T. Duncan, has conducted the survey for the past five years. The demand for graduates of journalism schools and departments in some cases exceeds the supply by a ratio of three-to-one and higher, it was noted. Starting salaries in the field, for the country as a whole, averaged out at $76.96 per week for men and $66 for women, compared to $72.98 and $61.80 last year.

Six Million Homes by Sept. '58 Seen for British Commercial Tv

Commercial television in Great Britain should reach six million homes by September 1958, according to Television Audience Measurements Ltd. TAM, which is the British tv industry's officially recognized audience tallying service, makes this prediction in its just-released report on the first two years of commercial television in Britain.

The six million figure will be approximately two million homes above the September 1957 TAM count of 4,185,000 homes. The projection also includes sets expected to be in range of the Independent Television Authority's planned stations for South Wales-West England and the Central Southern sector of England. ITV currently operates five transmitters.

The report, similar to that issued by E.P.H. James of A. C. Nielsen Co. [INTERNATIONAL, Dec. 2] paints an even brighter future for Britain's commercial tv.

Among other features of the report, TAM points out that the viewing average per day per home rose from 2½ hours in September 1956 to 3 hours in September 1957 and that the number of commercials during ITV's second year increased to 1,900 per week.

Canadian Tv Sets Hit 1957 Peak

Canadian television set sales in October reached 70,537 units, the highest for any month of 1957, H. W. Jeffery, president of the Radio-Electronics-Television Manufacturers Assn. of Canada, has reported. Sales for the first ten months of the year, however, were 27% lower than for the same period of 1956. Total sales for the calendar year are expected to be about 475,000 sets, compared with 613,000 in 1956.

Mr. Jeffery believes that the low point has been reached in tv set sales and that they will level off for most of 1958, beginning to climb in 1959, when replacements will be needed in many homes. He estimates there are 500,000 Canadian homes within range of a tv station but without a receiver. Inventories of manufacturers and distributors are at the lowest point in a year, he said.

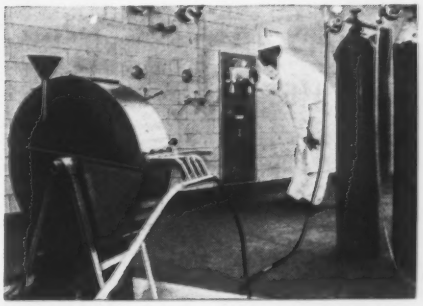
Chamber Asks More Canadian Tvs

The Canadian Chamber of Commerce has urged establishment of additional television stations throughout Canada, wherever channels are available, in a brief presented to Prime Minister John Diefenbaker late in November. At the presentation a number of cabinet ministers in addition to the prime minister were present.

The brief outlined resolutions adopted at the Canadian Chamber of Commerce annual meeting held at Victoria in October. These included the establishment of a separate regulatory body having minimum regulatory powers over radio and television broadcasting in Canada, issuance of licenses for additional tv stations and an annual grant from Parliament for the operation of the CBC.

Only STEEL can do so many jobs so well

Walls Of Steel—Tall Or Small. The big picture shows the Socony Mobil Building at 42nd and Lexington in New York City. It's the largest metal-walled office building in the world, and is completely sheathed with Stainless Steel panels. They used Stainless Steel because of its lasting beauty, durability, corrosion resistance, and low maintenance. The picture below shows an all-steel prefabricated school. The steel skeleton is strong and safe, and the porcelain-enameled steel wall panels are colorful and easy to care for.



Artificial Heart-Lung Machine. This Stainless Steel machine removes blood from the body, replenishes it with oxygen, and pumps it back into the body—thereby functioning as heart *and* lungs. With it, doctors can actually stop the heart and repair it, since the machine does the heart's job. The device is made completely from Stainless Steel because it is the most easily cleaned of all metals. Stainless Steel will not corrode, and it will not contaminate or alter the structure of the blood in any way.

127 Different Parts! This quiet, reliable alarm clock is a mass-production miracle. 127 different parts work together so that you can be sure of getting where you want to be on time. Most of the parts are made from steel because steel is strong, wear-resistant, and easy to fabricate.

UNITED STATES STEEL

American Bridge . . . American Steel & Wire and Cyclone Fence . . . Columbia Geneva Steel
Consolidated Western Steel . . . Gerrard Steel Strapping . . . National Tube . . . Oil Well Supply
Tennessee Coal & Iron . . . United States Steel Homes . . . United States Steel Products
United States Steel Supply . . . **Divisions of United States Steel Corporation, Pittsburgh**
Union Supply Company · United States Steel Export Company · Universal Atlas Cement Company

Watch the **United States Steel Hour** on TV every other Wednesday (10 p.m. Eastern time).

★ ONLY
KWKW
REACHES AND SELLS THE 573,000 SPANISH PEOPLE WHO LIVE IN GREATER LOS ANGELES

★ THIS SINGLE GROUP SPENDS MORE THAN $1,300,000 PER DAY

★ FOR THE LOWEST COST— GREATEST EFFECTIVENESS . . TELL 'EM & SELL 'EM IN SPANISH!

L. A.—RYan 1-6744
S. F.—Theo B. Hall
Eastern Rep.—National Time Sales

Increased Commercial Activity Reported by Bavarian Radio-TV

A report by Bavarian Radio, Munich, lists 56 advertisers on the station's half-hour, daily commercial show during its eight months of operation. Sales figures for the government-controlled station, which broadcasts an otherwise sustaining schedule, were not available, but commercial resistance reportedly has been decreasing.

Advertisers taking advantage of a total six minutes offered for spots each day fell in these categories: cosmetics 10, soaps and cleansers 8, food 8, automotive 6, textiles 6, tobacco 6, furniture and appliances 4, banks and insurance companies 3, newspapers and magazines 3, watches and toys 2 and mail order houses 2.

Bavarian Radio's commercial tv segment, carried at present by Radio Free Berlin, also will be fed to Hesse Radio, Frankfurt, and South West German Radio, Baden-Baden, beginning Jan. 2. Production will be split between all except Radio Free Berlin, with 180 shows per year originating in Munich and 60 each in Frankfurt and Baden-Baden. Spots will be sold on a network basis. No regional or local commercials will be offered because of small audiences in the three separate areas. Advertisers discount Berlin as a market, since the Western Sector is surrounded by the Soviet Zone.

Viewership for the 7:30 p.m. network commercial show is expected to be between 600,000 and 1 million, allowing for multiple viewing of more than 280,000 sets. An equivalent of $1,670 probably will be charged for one minute. If South German Radio, Stuttgart, should join the commercial network, as had been discussed, the minute rate would go up to around $2,140. Another possible starter on the commercial network could be West German Radio, Cologne, which has just announced plans to build a new $5 million plant.

ABROAD IN BRIEF

AMPEX ABROAD: Ampex Corp. reportedly has closed a deal with Siemens & Halske, German electronics firm, to introduce the videotape recorder in Germany. Details as to date and whether Ampex would adopt a straight export or licensing procedure have not been announced. The units will have to be converted to German technical standards. Siemens & Halske, with a registered capitalization of more than $100 million, is one of Germany's electronic giants.

GERMAN SET SITUATION: A television boom is on in West Germany, after years of slow progress, according to observers. Manufacturers have reported a total of 850,000 set sales for 1957, representing 100,000 more than their original estimate. Production is sold out for six weeks ahead, they say, and a backlog of orders is increasing from other European countries where tv is growing. From 1.3 million tv sets in operation in October, the set total is expected to reach 2 million in 1958. This would make Germany contender for second place in European television, following Britain, which has 8 million sets.

Looking ahead to color tv, manufacturers say it will be four to six years before it is introduced in that country. Several firms, including Telefunken and Grundig, are active in color research, but production lines are busy filling the demand for monochrome sets. Stations in West Germany are concentrating on broadening program structures and are not inclined to push colorcasting.

HOT SPOTS IN ITALY: Controversy is active over a proposal to extend the daily 10-minute commercial segment in programming of RAI-TV, which holds the Italian public broadcast monopoly, and over an increase in annual set license fees.

RAI-TV reports the 10-minute commercial segment, accommodating four advertisers, is too small to meet sponsor demand. Other media, opposed to the commercial segment from the beginning, are protesting any expansion.

To fight increased receiver license costs, an organization of restaurant and bar owners has asked its members to cancel their set licenses. The boycott, which could extend to 70,000 sets in public places, has resulted so far in 30,000 license terminations, costing RAI-TV 1.5 billion lire. Restaurant and bar owners charge that the Rome government, in raising the fee, acted under pressure from motion picture and theatre interests.

SAAR QUESTION MARK: Europe No. One, three-year-old radio station in the Saar Basin, is still up for sale, as rumored buyers disclaim any intention to purchase the commercially successful property. Selling Europe No. One is complicated for its Monocan owners by the fact that the station's fate is in serious doubt, since the return of the Saar (independent country since 1945) to West Germany, where broadcasting is government-restricted. The Bonn Postal Ministry, which regulates broadcasting, is expected to resolve the question.

Banque de Paris and Deutsche Bank of Germany had been reported ready to buy Europe No. One for between $5 and $7 million, but they have denied it. Interests in France, where broadcasting also is government-operated, were said to oppose the deal. The station is owned by Images and Son, Monaco, through a 95% controlled interest in Saarlaendische Fernseh A.G. Scandinavia is opposing continued operation of Europe No. One on grounds of frequency interference, since the station has no internationally-allocated frequency.

Firm After Immigrant Market

To reach tens of thousands of European immigrants to Canada a group of foreign-language announcers has been organized to handle radio and television news and advertising. S. W. Caldwell Ltd., Toronto advertising agency, and W. A. Hoellige & Assoc., Toronto market consultant firm, have arranged to hire men and women announcers speaking German, Italian, Polish, Dutch and Ukrainian, the five largest language groups among new Canadians.

It is planned to sell taped half-hour news programs in a combination of languages in 10-minute segments, with about 1½ minutes of commercials in each segment.

WWNY Organizes Appliance Fair, Free Display Space Offered

An Appliance Fair promoted by WWNY Watertown, N. Y., attracted approximately 10,000 visitors in three days.

To organize the fair, the station's sales staff contacted the town's 16 major appliance dealers offering free display space in the exhibition. WWNY stipulated that, instead of direct payment for the space, the advertiser buy a daily spot schedule for four weeks preceding the show. The retailer was then allowed to promote his specific merchandise on the spots but also was required to make mention of the fair and the dates on which it would be held. The fair also was promoted by the *Watertown Daily Times* and WCNY-TV Carthage, N. Y., which are affiliated with WWNY.

All dealers at the fair reported sales, and the total volume reached $60,000. Questioned after the show, each of the exhibitors voted to make the WWNY Appliance Fair an annual event.

KOME Drops 'Muttniks' From 'Copter

A helicopter was employed by KOME Tulsa, Okla., to drop three toy dogs at various points in the city, as part of its "Muttnik" promotion. Listeners were informed that one of the dogs was redeemable at the station for $50 and the other two would be exchanged for giant Christmas stockings. KOME's general manager, Ted Roney, was a "shaky but interested" passenger in the helicopter, reporting that lines of cars and running spectators followed the 'copter, trying to be first to reach the dropped muttniks.

Clocks Around the Clock From KGW

An old-fashioned alarm clock was featured in a 24-day KGW Portland, Ore., "Around the Clock Contest." It was set to go off at a different time every 24 hours, and listeners were invited to submit a postcard guessing when the clock would ring. The owner of the closest guess each day received a clock-radio, while the one who sent in the closest guess for the whole period won the grand prize: A vacation for two anywhere in the U. S., a set of luggage and $250.

WWDC-FM Presents Pen for Opinion

To find out the extent of listener-loyalty and distributive powers, WWDC-FM Washington offered a free ballpoint pen for a postcard opinion of its fm service via 73 announcements Nov. 14 through Nov. 18. Norman Reed, programming vice president, WWDC Inc., personally counted 4,381 requests from listeners and reports cards are still pouring in.

KLIX Drops Check-bearing Balloons

A promotion by KLIX Twin Falls, Idaho, entailed dropping 1,500 balloons from a plane, the presentation of 830 gift certificates and prizes, plus checks for $131 and $1,310. The disc jockeys who released the gift certificate and check-bearing balloons

Yes, Mary, there is a standard clause!

Like every radio station, WBNS Radio has standard clauses, but what isn't written into the contract but is delivered is the top Pulse ratings in 315 out of 360 quarter hours, Monday thru Friday, 6 a.m. to midnight. The rich Central Ohio listening area with $3,034,624,000.00 of spendable income is standard equipment for those who buy WBNS Radio. Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO

Lights! Camera! Action!...
SALES ACTION!!!

"Jaxie" directs your attention to "Theater 12" at 11:15 PM every night with the greatest movies on TV. Jacksonville's a stayin'-up town and a buyin' town. Your spots on "Theater 12" will bring results in this $1½ billion market.

"Jaxie" suggests you give Ralph Nimmons a call in Jacksonville at ELgin 6-3381 or your nearest P. G. W. "Colonel".

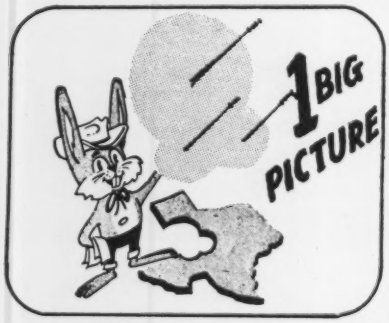
Represented by
Peters, Griffin, Woodward, Inc.

Basic NBC Affiliation

WFGA-TV Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

BASIC TV IN TEXAS

THE KDUB STATIONS' MARKET RANKS FOURTH IN POPULATION, RETAIL SALES BUYING POWER AND SET COUNT!



THIS MICRO-WAVE NETWORK PROVIDES A SIMULTANEOUS PICTURE OVER AN AREA EQUAL IN SIZE TO THE STATE OF OHIO, MAINE OR PENNSYLVANIA!

STATION	POPULATION	FAMILIES
KDUB-TV	645,100	180,400
KPAR-TV	274,400	79,400
KEDY-TV	272,800	78,700
TOTAL	1,192,300	338,500

BIG...even for Texas!

YOUR BRANHAM MAN HAS THE DETAILS

KDUB-TV
LUBBOCK, TEXAS

KPAR-TV
ABILENE-SWEETWATER, TEXAS

KEDY-TV
BIG SPRING, TEXAS

"SEE THE STARS ON 7", the slogan of WXYZ-TV Detroit dominates the station's new 54x18½ ft. sign in the city. The pictures are changed periodically to include all stars in the ABC lineup.

also did commercials and read off winning certificate numbers from the plane. The station dropped 100 balloons a day during the three-week promotion.

Colorado Springs Free Press Buys Christmas Music Series From KCMS

KCMS-AM-FM Manitou Springs, Colo., is airing a daily series of two-hour Christmas music programs for the *Colorado Springs Free Press,* starting today (Monday) and running through Dec. 25. This is the fourth year that the newspaper has purchased the 11 a.m. to 1 p.m. period and the station charges half its usual rate as the sponsor each day runs a front-page box advising readers to tune in to KCMS. The show carries no commercials.

The station first supplies the *Free Press* with a description of the Christmas-type records and stereophonic tapes it possesses, and each day the paper lists on the front page the four to be played that day.

WINS Bows to Knickerbocker Fans

WINS New York, which had been broadcasting the New York Knickerbockers basketball schedule for several years, decided this season not to carry the games because of the success of its music-and-news schedule. But starting in mid-October, the station was deluged with letters, phone calls and telegrams from listeners, asking that the games be broadcast. On less than 24 hours' notice, WINS decided to carry the games on Nov. 27. The 53-game schedule is being sponsored by the Bowery Savings Bank, New York, through Edward Bird Wilson Inc. there.

Disc Jockeys Spend Night on Roof

Three KXOL Fort Worth disc jockeys Nov. 13 attended the dedication ceremonies of a giant illuminated clock atop the local Continental National Bank building—and spent the night on the roof. The 77 ton clock is kept accurate by short-wave signals from the National Bureau of Standards' WWV Beltsville, Md. After the turning on of the clock at 2 a.m., KXOL mobile units in six different locations throughout the city, broadcast commentaries on what they could see from as far as three miles away. At 6 p.m., the station switched its regular programming to the top of the 30-story building and for the following 12 hours disc jockeys Bill Enis, Bob Mitchell and Bob Bruton did a continuous show from the base of the three-story-high clock. The d.j.'s did all the commercials from the building as well as wave greetings to listeners passing in their automobiles below.

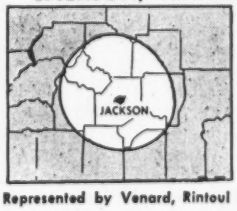
'Pulse' Presents Pre-'37 Programs

Hit songs and entertainment excerpts from various NBC radio programs of pre-1937 vintage are being presented on WRCA New York's *Pulse* series (Mon.-Fri., 6-10 a.m.). Each show features about six presentations, such as Beatrice Lillie's humorous "Dozle Danner Nipkins" routine (1935); the first radio appearance of Tommy Riggs and Betty Lou (1935); Kenny Baker's first appearance on the Jack Benny program (1936) plus renditions by such personalities as Bob Burns, Connie Boswell and Rudy Vallee.

'FBI Bulletin' Aired by WBKB (TV)

Something novel has been added to the program schedule of WBKB (TV) Chicago—an *FBI Bulletin* each evening showing one of the country's 150 fugitives at large. The public service campaign is being launched today (Monday) in cooperation with the Chicago office of the Federal Bureau of Investigation. Each night the 60-second bulletin will show a fugitive known to have a local connection or to have been in the area and call for the public's cooperation in locating him. It will be shown approximately at 11:30 p.m. Mon., Tues., Thurs. and Fri. and 11 p.m. on Wed. The plan was announced by Sterling C. Quinlan, ABC vice

WDXI-TV
JACKSON, TENNESSEE
CBS
Channel 7



Covering half million people in the mid-South

Represented by Venard, Rintoul & McConnell, Inc.

president in charge of WBKB, and Richard D. Auerbach, special agent in charge of the Chicago FBI office.

Broadway 1st Nights Reviewed

Criticisms of Broadway plays on their opening nights are being aired by WBAI (FM) and WRCA, both New York, in *Sidewalk Critics Review* and *Critic at Large*, respectively. WBAI's *Sidewalk Critics* is a 15-minute review recorded at the scene of the "first night" and broadcast from 11:45 p.m. to midnight. Celebrities interviewed so far on this program have included Tennessee Williams, Adlai Stevenson, Rep. Adam Clayton Powell (D-N.Y.) and Hazel Scott, all giving on-the-spot opinions of the play they had just seen. Patrons of New York's Sardi's restaurant are present on Broadway opening nights while WRCA originates Leon Pearson's *Critic at Large* from the restaurant at 11:15 to 11:20 p.m. This is reportedly "the earliest opening night review available to the public."

KFWB Patience & Prudence Visit

A visit from KFWB Los Angeles was one of the prizes awarded the winner of an L. A. & Central Buyers Mart registration contest. Also calling on the winner as part of the prize were Patience and Prudence with their father, Mark McIntyre; Ross Bagdasarian; Dean Jones, and Kay Cee Jones. KFWB did a remote broadcast from the winner's home.

New Female Endurathon Record?

Delly Rawles, women's director-d.j. at KMON Great Falls, Mont., was on the air for more than 100 consecutive hours ending Nov. 16, reportedly setting a new record for women disc jockeys.

WDSM-TV Looses Truck of Balloons

A truckload of balloons, many containing cash certificates, was released at the base of WDSM-TV Duluth-Superior's new tower to celebrate opening of the new structure.

MBS Asks Editors 'Top Ten Stories'

MBS is polling news editors of its 460 affiliates to determine "America's Top Ten" news stories for 1957. Consensus of these editors' opinions will be collated with similar selections by network newsmen and commentators in all bureaus for one of several year-end programs the network is preparing. In addition, affiliates' news editors are being asked to choose the major overseas news stories of the year plus regional events having greatest impact on their section of the country. All programs are planned for week of Dec. 30.

PRODUCTS advertised on WKY-AM-TV Oklahoma City were displayed in its booth at the 1957 Retail Grocers Convention and Food Show at the Oklahoma State Fairgrounds. The "preferred stock" theme was borrowed from WKY's bi-monthly merchandising publication, which was distributed to the 16,000 people (1,300 of them grocers) that visited the booth.

Pre-Pearl Harbor Program Aired

A program marking the anniversary of the attack on Pearl Harbor was aired Saturday on WOR-TV New York (11:30 a.m.-12 noon EST). Titled *World War II—Prologue USA.*, the filmed program presented scenes from the 20 years leading up to the Japanese attack.

Sheen to Give Christmas Message

Bishop Fulton J. Sheen will deliver a Christmas night message on ABC-TV Dec. 25, 10-10:30 p.m., titled *Christmas and the Peace You Are Looking For*. The talk will originate at ABC-TV's Little Theatre in New York and will be presented before a live audience. *Wednesday Night Fights*, usually presented on the network at this time, will be preempted.

10 Commandments from 'Princess'

To add a bit of spice to programming during the Christmas season, Arlene Dalton, child psychologist-actress who conducts the *Story Princess* children's show on Mutual, last Wednesday started broadcasting "Ten Commandments for Christmas-shopping parents." The first commandment is "Thou shalt not lose sight of thy child. One in hand is worth two on the loose." The final commandment to be read on Dec. 16: "Thou shalt restrain thy child from eating everything in sight. A kid is far from being a goat."

GIVE IT SELL!

KOSI and KOBY turnover products —not audience!

BOTH RADIO STATIONS NO. 1 in HOOPER and PULSE

6 a.m.-6 p.m. average share

KOSI • KOBY

Denver San Francisco

Mid-America Broadcasting Company

Look, Ma!!!

No Ratings!!!

—Sets in use is all you need to know for the California-Oregon Trio — exclusive vhf coverage for nearly 100,000 tv families who can't be reached either by San Francisco or Portland.

SETS IN USE . . . SUMMERTIME

	KIEM-TV3 Eureka California	KBES-TV5 Medford Oregon	KOTI-TV2 Klamath Falls Oregon
SIGN-ON to 6:00 PM			
Mon-Fri	25.2%	23.8%	24.9%
Saturday	17.7	18.0	20.8
Sunday	16.7	23.3	23.1
6:00 PM to SIGN-OFF			
Monday	55.6	58.9	52.1
Tuesday	50.9	59.5	47.1
Wednesday	56.5	49.0	50.0
Thursday	55.7	52.3	54.7
Friday	57.6	48.9	47.9
Saturday	47.0	43.9	41.7
Sunday	53.3	43.8	39.4

Interviewing was done in each area under personal direction of Kenneth H. Baker, July 6 through August 6, 1957.

Three Markets—One Billing

KIEM TV 3—Calif. Eureka · KBES TV 5—Oregon Medford · KOTI TV 2—Oregon Klamath Falls

MARKET FACTS

Population	356,330
Families	115,760
Tv Families	92,720
Retail Sales	$485,803,000
Consumer Spendable Income	$610,357,000

for CALIF.-ORE. TV TRIO
THE SMULLIN TV STATIONS
call Don Telford, Mgr.
Phone Eureka, Hillside 3-3123 TWX EK10

or ask BLAIR *Television* ASSOCIATES INC. national representatives

New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

WGN Asks 'Name the Calf'

WGN Chicago offered a purebred Hereford heifer calf to the winner of its "Name the Calf" contest held in connection with the International Livestock Exposition in Chicago. Listeners were invited to pick up entry blanks at the International Amphitheatre or the WGN radio booth in the exhibit hall and vie for the top prize. Twenty-four runners-up received record albums as prizes. The calf was shown on WGN's *RDF Chicagoland* and awarded Dec. 6 on its farm show, *Country Fair*, originating daily from the exposition.

WBKB (TV) Promotes 'Maverick'

WBKB (TV) Chicago joined with the Stineway-Ford Hopkins store chain of that city in a cooperative promotion involving ABC-TV's *Maverick*, exchanging free spots for in-store displays exploiting the program's western motif. The station offered announcements during *Maverick* mentioning the chain's restaurant division and in return Stineway-Ford Hopkins arranged its menus and outfitted its waitresses to incorporate the *Maverick* theme.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Jason F. Whitney, Jr. president, Holmes, Whitney & Assoc. Inc., Chicago, elected to chairman of board. **James W. Holmes** succeeds him. **William A. Cox,** merchandising division general manager, named executive vice president, and **Lee Young** joins agency as public relations director.

William King Jr., vice president-account supervisor, Kenyon & Eckhardt, N. Y., elected to board of directors. ►

◄ **Howard M. Wilson,** vice president-copy director, Kenyon & Eckhardt, also elected to board of directors.

Charles S. Winston, vice president and general manager, Detroit office of Foote, Cone & Belding and supervisor of Ford Motor Co. Edsel Div. account, elected to agency's board of directors.

A. Z. Kouri, vice president and co-administrator, General Mills Inc., Minneapolis, assumes full responsibility of office, succeeding **Walter R. Barry,** who retires.

◄ **Thomas B. King,** public relations director of Kiekhaefer Corp. (Mercury outdoor motors), Fond du Lac, Wis., elected vice president. He formerly served in similar capacity with Studebaker-Packard Corp., South Bend, Ind.

Judd Sparling, formerly with Benton & Bowles, named vice president, Proctor & Sparling Adv. Inc., Montgomery, Ala.

Robert L. Foreman, ► vice president, BBDO's radio-tv operations, elected to member of executive committee. He also is chairman of agency's plans board.

John F. McDaniel, formerly head of ranges division, Hotpoint Co., Chicago, named general manager in charge of sales and distribution for radio-tv receivers and appliances.

Harold G. Colton, formerly sales manager Blatz Brewing Co., Milwaukee, Wis., appointed merchandising director on Pabst beer account at Norman, Craig & Kummel, Chicago.

Richard Nathan, formerly art director, Grey Adv., N. Y., to Gore Smith Greenland Inc., N. Y., in similar capacity.

Samuel Cohen, formerly with Edward H. Weiss & Co., Chicago, to North Adv. Inc. there as art director. He will work on Gillette Labs, Lanvin and Toni accounts. **Marcie Hans,** formerly with Gourfain-Loeff Inc., joins North's copy staff.

Armond Fields, formerly research director, McCann-Erickson Inc., Chicago, to MacFarland, Aveyard & Co. there in similar capacity.

Harry Way, media director, Warwick & Legler, N. Y., resigns Dec. 31.

◄ **Harold Cobb,** formerly director of marketing, Seth Thomas Clocks, to Reach, McClinton & Co., N. Y., as account supervisor. Mr. Cobb's experience includes marketing in foods, drugs, jewelry, finance and automobiles.

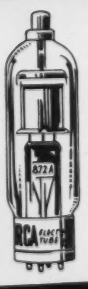
Robert J. Brewster, vice president in charge of radio-tv, McCann-Erickson Inc., Chicago, to J. Walter Thompson Co. there as senior group head.

Nelson Gross, McCann-Erickson, N. Y. to Max Factor & Co. there as head of advertising in U. S.

Richard S. Holtzman, formerly national ad-

BELLBOYS from the Hotel Statler helped herald the return to WJBK Detroit of its *Jack the Bellboy* show. They carried luggage through downtown Detroit with a continuing message on each piece. The program is conducted by disc jockey Tom Clay.

ALLIED always has the BROADCAST TUBES you need



IMMEDIATE DELIVERY ON
RCA 872A

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks of electronic supplies.

See your ALLIED 404-page 1958 Buying Guide for station equipment and supplies. Get what you want when you want it. Catalog copies are available on request.

ALLIED RADIO
100 N. Western Ave., Chicago 80, Ill.
Phone: HAymarket 1-6800

vertising manager, Hotpoint Co., Chicago, to Campbell-Mithun Inc. there as account supervisor on Hamilton-Beach Co., division of Scovill Mfg. Co. (food mixers, vacuum cleaners), Racine, Wis.

George Poris, copy group head, Benton & Bowles, N. Y., to Sullivan, Stauffer, Colwell & Bayles there in similar capacity.

Barbara Marsak, formerly with Erwin, Wasey & Co., to research department Reach, McClinton & Co., N. Y., as project supervisor.

◄ **Jeanne Sullivan,** timebuyer, Norman Craig & Kummel, to Sullivan, Stauffer, Colwell & Bayles, N. Y., on following accounts: Smith Bros., Blue Coal Corp. and Lever Bros.' Breeze.

Thomas E. Chantron, account executive, Earle Ludgin & Co., Chicago, to Dancer-Fitzgerald-Sample Inc. there in similar capacity.

Ted Hediger, account executive, Eitel-McCullough Inc., San Bruno, Calif., to West-Marquis Inc., electronics-industrial department, L. A., in similar capacity.

Richard E. Johnson, formerly with Klau-Van Pietersom-Dunlap Inc.; **Max G. Kocour,** N. W. Ayer & Son Inc., and **Bradley H. Roberts,** previously with Compton Adv. Inc., to Needham, Louis & Brorby Inc., Chicago, as account executives.

Nicholas Evans, product manager, Procter & Gamble, named assistant account executive, Doherty, Clifford, Steers & Shenfield, N. Y.

Dick Moran, *Chicago Tribune*, has joined John E. Pearson Co. in newly-opened Des Moines office.

Howard Hayward, merchandising-sales promotion department, Benton & Bowles Inc., to J. Hayden Twiss Inc., N. Y., in copy-contact capacity.

Lynn Werner, account supervisor, BBDO Minneapolis, to Campbell-Mithun Inc. there in media department.

Jim Condon, formerly copy director at L. W. Ramsey Adv. Co., Chicago, to copy department of George H. Hartman Co., same city.

Lorenz Hansen, formerly radio-tv copywriter, Adrian Bauer & Alan Tripp Inc., Philadelphia, to Gray & Rogers there in similar capacity.

Robert A. McBride, writer for radio-tv department, Campbell-Ewald, Detroit to similar post with N. W. Ayer & Son there.

Esther Friedland, formerly with R. Jack Scott Inc., Chicago, to copy staff of Gourfain-Loeff Inc. there.

Thomas V. Glendon, copy supervisor, Norman, Craig & Kummel, N. Y., to Burke Dowling Adams there as copywriter.

John Hansel, 68, executive vice president, N. W. Ayer & Son, Philadelphia, died Dec. 1 in Tucson, Ariz., after brief illness.

Earll W. Clements, 59, vice president ac-

...its words to the wise are sufficient

"We have found TelePrompTer to be of particular benefit to people with no previous familiarity with the medium . . . as well as to our more experienced artists who have not had sufficient time to learn copy."

Miss Alberta E. Hackett
Production Manager
KNXT
Los Angeles, California

The TelePrompTer helps speakers plan ahead, because it knows what they are going to say.

TELEPROMPTER CORPORATION

Jim Blair, *Equip. Sales Mgr.*

311 West 43rd Street, New York 36, N. Y., JUdson 2-3800

The TelePro 6000 rear screen projector permits Polaroid transparencies to be flashed on the screen within four minutes after a picture has been taken.

. . . located in the Classified section of *the* newsweekly for radio and television; delivers "help wanted" signal with 500 kw wallop; channels "situation wanted" spots to exactly right market of more than 77,000 BROADCASTING readers.

For personnel, jobs, equipment, services or stations to buy or sell, tell everyone that matters via the *Classified* pages of BROADCASTING.

FOR HIGHER SCORES

Be sure to buy WWLP, Springfield and WRLP, Greenfield, Mass.

In Western New England Nearly Everyone Watches

WWLP Channel 22 Springfield-Holyoke, Mass.

WRLP Channel 32 Greenfield, Mass.

KVII TV
Channel 7
A NEW GIANT
ON THE
HIGH PLAINS
On the air since December 7 . . . and on the way to becoming the solid favorite of the high plains! Thousands of families already have made K7 a viewing habit!
Represented By:
VENARD RINTOUL AND McCONNELL, INC.
CLARKE BROWN CO.
KVII
AMARILLO
TEXAS

PEOPLE CONTINUED

count executive, Campbell-Ewald Co., Chicago, died Nov. 25.

FILM

Dean Coffin named vice president, Great Lakes sales office, Wilding Picture Productions Inc., Chicago. **Lawrence Young** and **Quinn Short** appointed Cleveland and Pittsburgh managers, respectively.

◄ **Jay Berry,** vice president-assistant to president, Brooke, Smith, French & Dorrance, N. Y. and Detroit, named vice president-general manager, Alexander Film Co. (commercials), Colorado Springs.

Christian Herfel appointed studio manager-assistant director of Transfilm Inc. (tv commercials-industrial films), N. Y. He formerly was studio manager for ATV Film Productions, Long Island City, N. Y.

Mort Stein, sales manager, Frazen Tv Commercial Productions, Hollywood, resigns.

George Hankoff, sales representative, Screen Gems Inc., Baltimore-Washington-Philadelphia area, transferred to company's national sales department, N. Y. **Marvin Fraum,** who has been covering upper New York State, assumes Mr. Hankoff's former territory, and **William Hart,** sales representative, takes over Mr. Fraum's sales area.

Tony Rizzo, Advertising Results Inc., N. Y., to Guild Films, as sales representative, covering midwestern states from Kansas City office.

Harry Reasoner, CBS news reporter, promoted to staff correspondent.

Jack Ruggiero, formerly film editor, Metro-Goldwyn-Mayer, to chief film editor, Lawrence-Schnitzer Productions Inc., Hollywood.

Milton Krims, scriptwriter, Warner Bros. Pictures Inc., Burbank, Calif., to TPA L. A., as writer-producer of its *Air Line Hostess* series.

David Suskind of Talent Assoc. will produce new tv series, *Too Young to Go Steady,* to be filmed early in 1958 at Screen Gems in Hollywood.

G. Ralph Branton, 61, vice president, Allied Artists Corp. and president of Allied's tv production-syndication subsidiary, Interstate Television Corp., Hollywood, died in L. A., Dec. 2 of heart ailment.

NETWORKS

◄ **Michael J. Minahan,** systems specialist, internal audit department, ABN, named business manager, succeeding **Stephen C. Riddleberger** who joins ABC-TV as vice president-comptroller, and as assistant treasurer of parent company, AB-PT.

Kirk H. Logie, networks program supervisor, NBC Central Div., appointed manager of tv network programs, NBC-TV, Chicago, succeeding **James Troy,** resigned.

Jay Royen, public relations director for NBC's WRC-AM-TV Washington, appointed to similar capacity with Committee for National Trade Policy there.

19 Join NBC 25-Year Club

Nineteen employes joined NBC's 25-Year Club of New York Dec. 3 in ceremonies at the Waldorf-Astoria Hotel. New members, who were presented with certificates and watches, are James Anderson, Joseph Arnone, Ruth Barrett, Erick Berglund, Edward Bertero, Eva Boudreau, Odgen Bowman, Donald Castle, Doris Crooker, Edwin Costello, Edwin Dunham, E. Dudley Goodale, Laverne Heuer, Alfred J. Patkocy, Alfred Protzman, Carey Sweeney, Helen Thompson, William Yoost and Hollis Young.

STATIONS

Gene Tibbett, president-general manager, Dixieland Stations Inc., Atlanta, Ga., to WRMA Montgomery, Ala., as executive vice president-manager. **Charles Trainor,** formerly manager, Forjoe & Co., Atlanta, succeeds him.

◄ **Bill Swanson,** commercial manager, KTUL-TV Tulsa, Okla., named station manager. Mr. Swanson joined station in September 1954 as sales manager.

Bob Norris, operations director, KTUL-TV Tulsa, named assistant station manager. Mr. Norris joined station in November 1956 as program manager. ►

Paul Reid, formerly part owner, WOOW New Bern, N. C., to WBHB Fitzgerald, Ga., as manager. **Mike Pelton** and **Bill Pack,** both with WOOW, to WBHB as chief engineer and disc jockey respectively.

◄ **Robert F. Klein,** in charge of national sales, KFRE-AM-TV Fresno, Calif., named manager of KFRE. Prior to joining stations, Mr. Klein was manager, KNGS Hanford, Calif.

Allan Bengtson, station relations department, NBC, to WTRY Troy, N. Y., as general manager. ►

Charles R. Thon, general manager, WGLV (TV) Easton, Pa., to WEEX-AM-FM there

in similar capacity, succeeding **N. S. Rounsley.**

Ray Curry, general manager, KORC Mineral Wells, Tex., to WKTF Warrenton, Va., in similar capacity.

◄ **Si Lewis,** formerly with WINS New York, to Tele-Broadcasters of Washington Inc. (WPOP Hartford, WPOW New York, KUDL Kansas City, KALI Pasadena, Calif., and WTIX Seattle), as national sales manager, and general manager of WPOW.

George H. Morris, national sales manager, WSIX-TV Nashville, Tenn., named general sales manager. **Clarence (Bud) L. Waggoner,** WSIX commercial director, also named general sales manager.

Ed Sloan, national sales ► manager, WAMS Wilmington, Del., to WSSB Durham, N. C., as sales manager.

Edward (Ned) Ryan, advertising-sales promotion department, Dowd, Redfield & Johnstone Inc., N. Y., to WBZ-TV Boston, as advertising-sales promotion manager.

Joseph Franzgrote, formerly in promotion department, WNDU-TV South Bend, Ind., to WMBD-TV Peoria, Ill., as promotion manager, and **James J. Johnston,** continuity director, KTVH (TV) Hutchinson, Kan., to WMBD-TV as operations manager. **Jack Sawyer,** producer-director, WLWA (TV) Atlanta, Ga., and **Brian Scruby,** in similar capacity with WTOP-TV Washington, to Peoria outlet as producer-directors.

◄ **Roger Gardner,** assistant production manager, WCCO-TV Minneapolis, named production manager, succeeding **Charles D. Miller,** who resigns.

Jim D. Kime, formerly 1st Lt. USAF Information Service, to KOZE Lewiston, Idaho, as business manager.

Joe Bossard, merchandising director, KSDO San Diego, to Bartell Group station, as national merchandising director, headquartering at KCBQ San Diego.

Albert J. Gillen, tv sales director, WHAS-TV Louisville, Ky., to Alabama Broadcasting System stations (WABT [TV], WAPI and WAFM [FM], all Birmingham), as sales director. **Dave Campbell,** host of *The People Speak*, WBRC Birmingham to WAPI in similar capacity. **Jim Lucas,** musical personality, WSGN Birmingham, to WABT and WAPI also in similar capacity.

◄ **Ted Weber,** sales manager, WGN-TV Chicago, to WVUE-TV Wilmington, Del., as sales development director. Prior to WGN-TV, he was program promotion director for CBS.

Bill Armstrong, account ► executive, WDGY Minneapolis, named program director. He has also been program director at WTIX New Orleans.

Mary Elizabeth Stout, advertising manager, Kurzman's (women's apparel store), Huntington, W. Va., to WHTN-TV there as continuity director.

Lloyd Peyton, promotion writer-public service director, KABC-TV Los Angeles, promoted to assistant advertising director. **Dave Nowinson,** advertising-promotion manager, KABC Los Angeles, joins KABC-TV's promotion department.

Bennet H. Korn, vice president, DuMont Broadcasting Corp. and station manager of WABD (TV) New York, named executive assistant. Mr. Korn will assume additional supervisory duties over WTTG (TV) Washington, and all DuMont-tv syndicated operations, including sports network.

Ralph L. Hamill, master control supervisor, WRC-AM-TV Washington, named tv technical operations supervisor.

Tex Frankel rejoins sales staff of WBBM Chicago as account executive

Walter S. Newhouse Jr., formerly assistant publisher *Printers' Ink* magazine, to WQXR New York, as account executive.

Minnie Ann North, formerly account executive, KBIZ Ottumwa, Iowa, to WNOX Knoxville, Tenn., in similar capacity.

George J. Tschumy Jr., news director-announcer and 24% owner, KTKR Taft, to KONG Visalia, both California, sales department.

Gerald T. Carden, advertising sales manager, Nashville Transit Co., to WSM-TV there, on sales staff.

Winsor W. Brown and **Richard E. Bowman** to KCOW Alliance, Neb., as news editor and chief engineer, respectively.

Alwyn R. Hansen, formerly newsman, WKAR-TV East Lansing, Mich., to WHTN-TV Huntington, W. Va., news department.

John D. Haskett, chief engineer, WCHB Inkster, to WBRB Mt. Clemens, both Michigan, as chief engineer. **Jane A. Haskett**

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joins WBRB as bookkeeping assistant-traffic director.

Gustavo Feist Moran, manager, XEGM Tijuana, Mexico, to KALI Pasadena, Calif., as Spanish program advisor.

Gene Piatt, formerly with KELO Sioux Falls, S. D., to WOW-AM-TV Omaha, as announcer.

Dave Drew joins WJEM Valdosta, Ga., as disc jockey-salesman.

Arch Andrews joins KOWH Omaha as announcer.

David Barker, formerly with WARE Ware, Mass., and **Don Skylar,** formerly with WPAM Pottsville, Pa., join WOKO Albany, N. Y., as announcers.

Millard Hansen, disc jockey-newscaster, WKRS Waukegan, to WREX Rockford, both Illinois, as announcer.

C. L. (Chet) Thomas, vice president-general manager, KXOK St. Louis, Mo., elected vice president, Goodwill Industries of Missouri.

Don Mozley, news director, KCBS San Francisco, elected to president, Northern California Chapter, Sigma Delta Chi.

Bill Diehl, motion picture editor-entertainment columnist, *St. Paul Dispatch* and *Pioneer Press,* takes on extra duties as disc jockey at WDGY Minneapolis.

REPRESENTATIVES

◄ **David Scott,** national sales manager, WNBC (TV) New Britain, Conn., to NBC Spot Sales as New England division manager. He joined WNBC (then WKNB) in 1946 as program director.

PROGRAM SERVICES

Jack C. Harenberg, chief engineer, United Press News-Pictures Central Div., named division communications manager, succeeding late **Thomas A. Johnson.**

Bruce M. Johns, promotion director, WCHS-TV Charleston, W. Va., to *Tv Guide,* Cincinnati, as Southern Ohio and West Virginia promotion representative. **Vernon J. Ballard,** formerly merchandising manager *Atlanta Journal-Constitution,* to *Tv Guide,* Atlanta, in similar capacity for Georgia and Alabama.

Robert L. H. Brazy, 40, president, Pan American Broadcasting Corp., L. A. (background music service), and president, Fm Development Assn., died Nov. 29, at his home in Palm Springs, Calif.

PROFESSIONAL SERVICES

William Nallan, formerly with 20th Century Fox, to chief engineer in charge of operations, Sound Recording Inc., N. Y.

J. William Chapman Jr. ► , office manager, Stone Mfg. Co., Greenville, S. C., joins Paul H. Chapman Co. (station broker), Atlanta, Ga.

Harry Landon, vice president, Olmsted Sound Studios, N. Y., married to Pamela Wilson Dec. 7.

MANUFACTURING

◄ **Irving E. Russell,** formerly partner-general manager, All-State Distributing Co., Newark, N. J., to Bell & Howell, Chicago, as central states tape recorder sales manager.

Richard L. Snyder, various supervisory posts in Radio Tube Div., Sylvania Electric Products Inc., named manager, Semiconductor Div., Woburn, Mass.

William J. Lehner, in charge of machine development, Sylvania Electric Products Inc., N. Y., named automation engineering manager, radio-tv division, succeeding **Carl Carlzen** who resigns.

Pearl Montvid appointed public relations contact at Admiral Corp., Chicago, replacing **Martin Sheridan,** resigned to join New England Industrial Council.

GOVERNMENT

William H. Watkins, assistant chief, frequency allocation-treaty division (office of chief engineer), FCC Washington, named engineering assistant to Comr. T. A. M. Craven.

INTERNATIONAL

Bruce McLean appointed vice-president of Needham, Louis & Brorby of Canada Ltd., Toronto, Ont.

Dick Thibodeau, research manager and French-language sales director, Broadcast Advertising Bureau, Toronto, Ont., to CHRC Quebec City, Que., as national sales-promotion manager.

Mary Cardon, media director, Kenyon & Eckhardt Ltd., Montreal, Que., to J. Walter Thompson Co., Montreal, as director of media and research.

Jack Brickenden, formerly of radio news desk, United Nations department of public information, appointed supervisor of publicity of Canadian Broadcasting Corp., Toronto.

Alex Davis, assistant press-information representative of Canadian Broadcasting Corp., Halifax, N. S., named supervisor of audience relations at Toronto.

Douglas Leiterman, parliamentary correspondent, Southam News Service, Ottawa, to CBC-TV, Toronto, editorial staff of *Close-Up,* its Sunday evening national opinion program.

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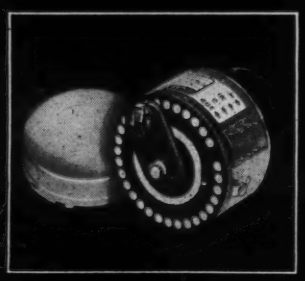

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Station Authorizations, Applications

As Compiled by BROADCASTING

November 27 through December 4

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

New Tv Stations

APPLICATIONS

McCook, Neb.—Central Kansas Television Co., vhf ch. 8 (180-186 mc); ERP 49.7 kw vis., 26.8 kw aur.; ant. height above average terrain 626 ft., above ground 574 ft. Estimated construction cost $138,721, first year operating cost $25,000, revenue $25,000. P. O. address Box 182, Great Bend, Kan. Studio and trans. location near Traer, Kan. Geographic coordinates 39° 59' 45" N. Lat., 100° 39' 35" W. Long. Trans., ant. GE. Legal counsel Cohn and Marks, Wash., D. C. Consulting engineer Commercial Radio Equipment Co., Wash., D. C. **Central Kansas Television** is owned by **E. C. Wedell,** president (14.97%), **Gladys Wedell** (14.97%) and others. Central Kansas Television is licensee of **KCKT (TV) Great Bend, Kan.,** and its satellite, **KGLD (TV) Garden City, Kan.** Announced Nov. 27.

Existing Tv Stations

ACTIONS BY FCC

By order, Commission denied request by **Louisiana Purchase Co.** for termination of authorization to **Signal Hill Telecasting Corp.** to operate **KTVI (TV) St. Louis, Mo.,** on ch. 2 on temporary basis.

KBAS-TV Ephrata, Wash.—Granted application to change from ch. 43 to ch. 16, change ERP from vis. 13.5 kw aur. 6.76 kw to vis. 13.8 kw, aur. 6.92 kw, ant. height from 856 ft. to 860 ft., change in ant. system and other equipment.

Translators

ACTIONS BY FCC

Eureka Volunteer Fire Dept., Eureka, Nev.—Granted cp for new tv translator station on ch. 76 to translate programs of **KSL-TV** (ch. 5) **Salt Lake City, Utah.**

CALL LETTERS ASSIGNED *

K78AG Leadville, Colo.—Peoples TV Inc.
K80AK La Grande, Ore.—Grand Ronde TV Assn. Inc.
K81AA Benton City & West Richland, Wash.—Benton County TV Assn.
K71AI Evanston, Wyo.—Evanston Non-Profit TV Inc.
K75AG Evanston, Wyo.—Evanston Non-Profit TV Inc.
K79AC Evanston, Wyo.—Evanston Non-Profit TV Inc.
K78AF La Barge & Big Piney, Wyo.—La Barge Community TV Inc.

* Translator channels are designated by the numbers in their call letters.

New Am Stations

ACTIONS BY FCC

St. Charles, Mo.—St. Charles Bcstg. Co.—Granted 1460 kc, 5 kw D.P.O. address 25 So Florissant Rd., Ferguson 21, Mo. Owners are **Herman I. Moseley** and **wife** 74%, **Omar Schnatmeier,** 24%. Mr. Moseley is in advertising; Mr. Schnatmeier is U. S. Marshal. Announced Nov. 27.

Socorro, N. M.—John Blake—Granted 1290 kc, 1 kw D. P. O. address % Mr. Blake, Box 608, Grants, N. M. Estimated construction cost $21,730, first year operating cost $20,000, revenue $30,000. Mr. Blake, owner **KMIN Grants,** will be sole owner. Announced Nov. 29.

Claremore, Okla.—Claremore Bcstg. Co.,—Granted 1270 kc, 500 w D. Post office address Box 588, Claremore. Estimated construction cost $7,423, first year operating cost $18,000, revenue $27,000. Sole owner **Robert I. Hartley** is rancher and seed farmer. Announced Dec. 4.

Emporium, Pa.—Emporium Bcstg. Co.,—Granted 1250 kc, 1 kw D. P. O. address 210 S. Broad St., Emporium. Estimated construction cost $21,855, first year operating cost $36,000, revenue $42,000. **Cameron Manufacturing Corp.,** Emporium, will be 98.8% owner. Announced Nov. 29.

Big Lake, Tex.—Jim Sample and **Donald Boston** d/b as **Big Lake Bcstg. Co.,**—Granted 1290 kc, 1 kw D. P. O. address % Mr. Boston, Box 989, Pecos, Tex. Estimated construction cost, $30,000, first year operating cost $30,000, revenue $36,000. Mr. Sample, gasoline interests, and Mr. Boston, commercial manager **KIUN Pecos,** will be equal partners. Announced Nov. 29.

Bellingham-Ferndale, Wash.—Whatcom County Bcstg.—Granted 930 kc, 1 kw D.P.O. address 1005 Key St., Bellingham. Sole owner is **Donald T. Haveman,** program director, KRLC Lewiston, Idaho. Announced Dec. 4.

APPLICATIONS

Brinkley, Ark.—Brinkley Bcstg. Co. 1570 kc, 250 w D. P. O. address 215 York St., Helena, Ark. Estimated Construction cost $13,588, first year operating cost $30,000, revenue $38,000. **Sam W. Anderson,** sole owner, is one-third owner and managing partner, **KFFA Helena, Ark.** Announced Nov. 27.

Superior, Neb.—Great Plains Bcstg. Inc., 1600 kc, 500 w D. P. O. address Melville L. Gleason, Box 354, York, Neb. Estimated construction cost $10,519, first year operating cost $26,400, revenue $33,500. Owners are **Melville L. Gleason** (30%), **Tommy L. Gleason** (30%), **William S. Scott** (20%) and **Gerald Charles Bryan** (20%). Melville Gleason is chief engineer and 51% owner of **KAWL York, Neb.,** and **KRSL Russell, Kan.** Tommy Gleason is 25% owner of KAWL and KRSL and is salesman for KAWL. Mr. Bryan is manager,

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COMMERCIAL STATION BOXSCORE

As Reported by FCC through Oct. 31

	AM	FM	TV
LICENSED (all on air)	3,092	522	373[1]
CPS ON AIR (new stations)	65	11	120[2]
CPS NOT ON AIR (new stations)	122	47	119
TOTAL AUTHORIZED STATIONS	3,279	580	655
APPLICATIONS FOR NEW STATIONS (not in hearing)	368	30	75
APPLICATIONS FOR NEW STATIONS (in hearing)	116	9	51
TOTAL APPLICATIONS FOR NEW STATIONS	484	39	126
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	217	16	42
APPLICATIONS FOR MAJOR CHANGES (in hearing)	26	1	10
TOTAL APPLICATIONS FOR MAJOR CHANGES	243	17	52
LICENSES DELETED	0	1	0
CPS DELETED	4	0	2

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Dec. 4

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,092	65	134	502
FM	522	11	55	45
TV (Commercial)	373[1]	120[2]	121	134

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Dec. 4

	VHF	UHF	TOTAL
COMMERCIAL	409	85	494[3]
NON-COMMERCIAL	22	6	28[4]

[1] There are, in addition, six tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation, but which retain their program authorities or STAs.
[3] There have been, in addition, 177 television cps granted, but now reletd (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted, but now deleted.

KAWL. Mr. Scott is manager KRSL. Announced Nov. 27.

Ruidoso, N. M.—Ruidoso Bcstg. Co., 1340 kc. 250 w Unl. P. O. address A. W. Davis Jr., Box 97, Paducah, Tex. Estimated construction cost $17,600, first year operating cost $18,000, revenue $24,000. Owners are **V. L. Hutchison, Oran Mowrey, A. W. Davis,** (each 30%) and **Vic Lamb** (10%). Mr. Hutchison is in farm equipment and tv service. Mr. Mowrey is in furniture and tv service. Mr. Davis is District Attorney, 50th Judicial District of Tex. Mr. Lamb is newspaper editor and publisher. Announced Dec. 3.

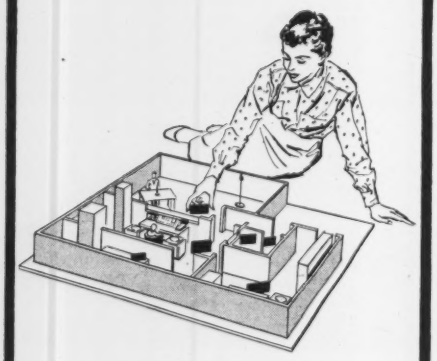
Santa Rosa, N. M.—Joseph S. Lodato, 1420 kc, 1 kw D. P. O. address 1211 Gov. Nicholls St., New Orleans, La. Estimated construction cost $12,814, first year operating cost $22,190, revenue $26,500. Mr. Lodato, sole owner, is engineer in U. S. Navy Dept. Announced Nov. 27.

Baldwinsville, N. Y.—Century Radio Corp., 1050 kc, 250 w D. P. O. address 35 Oswego St., Baldwinsville, N. Y. Estimated construction cost $16,651, first year operating cost $36,000, revenue $42,000. Owners are **Robert L. Stockdale** (75%) and **Donald C. Menapace** (25%). Mr. Stockdale is in advertising and public relations. Mr. Menapace is in real estate, insurance and construction. Announced Dec. 3.

Conneaut, Ohio—Louis W. Skelly, 1360 kc, 500 w D. P. O. address 3808 Chaucer Lane, Austintown, Ohio. Estimated construction cost $11,464, first year operating cost $42,000, revenue $55,000. **Mr. Skelly,** sole owner, is owner **WBUZ Fredonia, N. Y.** Announced Nov. 29.

Salt Lake City, Utah—William Palmer Fuller III, 630 kc, 1 kw D. P. O. address 301 Mission St., San Francisco, Calif. Estimated construction cost $45,516, first year operating cost $48,000, revenue $95,000. **Mr. Fuller,** sole owner, has paint and glass interests. Announced Dec. 3.

Planning a Radio Station?



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Existing Am Stations

ACTIONS BY FCC

KHIL Brighton-Fort Lupton, Colo.—Granted application to change station location to Brighton, Colo. (800 kc, 500 w, D.)

WKTS Brooksville, Fla.—Granted application to change from U to specified hours of operation —6:45 a.m. to 6:30 p.m., Monday through Saturday; 8:00 a.m. to 6:30 p.m. Sunday (1450 kc, 250 w).

KEVE Minneapolis, Minn.—Granted change on 1440 kc from 5 kw, D, to 500 w, N, 5 kw-LS, DA-N, U, and move to **Golden Valley, Minn.**; engineering conditions.

KOFI Kalispell, Mont.—Granted change of facilities from 980 kc, 1 kw, D, to 930 kc, 5 kw, D; trans. to be operated by remote control.

WYTI Rocky Mount, Va.—Granted increase of power from 500 w to 1 kw, continuing operation on 1570 kc, D; trans. to be operated by remote control.

KCVL Colville, Wash.—Granted change of frequency from 1480 kc to 1270 kc, continuing operation with 1 kw, D.

KBAM Longview, Wash.—Granted change of facilities from 1220 kc, 1 kw, D, to 1270 kc, 5 kw, D.

CALL LETTERS ASSIGNED

KLYD Bakersfield, Calif.—Edward E. Urner, 1350 kc.

WTMT Louisville, Ky.—Jefferson Bcstg. Co., 620 kc.

WDAL Meridian, Miss.—Southwestern Bcstg. Co. of Miss., 1330 kc.

WIDU Fayetteville, N. C.—Daniel F. Owen, 1600 kc.

WTNB Millington, Tenn.—Millington Bcstg. Co., 1220 kc. Changed from WMLN.

New Fm Stations

ACTIONS BY FCC

Miami, Fla.—Hallandale Drive-In Theatre Inc. —Granted 94.9 mc, 17 kw unl. P. O. address Box 278, Hallandale, Fla. Estimated construction cost $29,740, first year operating cost $7,500, revenue $5,000. Owners are **Sherwin Grossman** (95%) and **Janice C. Grossman** (5%). Mr. Grossman has theatre interests. Announced Nov. 29.

Milwaukee, Wis.—Koeth Bcstg. Corp.—Granted 93.3 mc, 30 kw unl. P. O. address 4241 N. 73rd St., Milwaukee 16, Wis. Estimated construction cost $8,350, first year operating cost $16,000, revenue $18,000. Owners are **Hugo Koeth Jr.** (72%) and others. Mr. Koeth is general manager of **WFMR Milwaukee, Wis.** and president of **High Fidelity Bcstg. Corp., Milwaukee**; he has 57 shares in station. Announced Nov. 29.

APPLICATIONS

Silver Spring, Md.—Tri-Suburban Bcstg. Corp., 99.5 mc, 20 kw unl. P. O. address 11306 Kemp Mill Rd., Silver Spring, Md. Estimated construction cost $19,600, first year operating cost $15,000, revenue $15,000. **John W. Kluge,** sole owner, is owner of **WINE Kenmore, N. Y., WILY (FM) Buffalo, N. Y.,** 80% partner of **KOME Tulsa, Okla.,** owner of **KNOK Ft. Worth, Tex.,** 70% owner of **KXLW Clayton, Mo.,** owner of **WGAY Silver Spring,** 75% owner of **WEEP Pittsburgh, Pa.,** 70% owner of **WKDA Nashville, Tenn.,** 27% owner of **WLOF-TV Orlando, Fla.** Announced Dec. 3.

Hendersonville, N. C.—Radio Hendersonville Inc., 102.5 mc, 4.035 kw unl. P. O. address Box 649, Hendersonville, N. C. Estimated construction cost $5,050, first year operating cost $3,000, revenue none. Owners are **Beverly M. Middleton** (50.75%), **Clarence E. Morgan** (25.25%) and others. Beverly Middleton is president and 63.55% owner **WWIT Canton, N. C.** Mr. Morgan is director and .3% owner of WWIT. Announced Nov. 27.

Hamilton, Ohio—John F. McNally d/b as Community Bcstg. Co. 96.7 mc, .335 kw unl. P. O. address 1501 Woodview Lane, Hamilton, Ohio. Estimated construction cost $3,200, first year operating cost $3,000, revenue $4,000. **Mr. McNally,** sole owner, has contracting and radio & tv service interests. Announced Dec. 3.

Existing Fm Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KSMA-FM Santa Maria, Calif.—John I. Groom & James Hagerman, co-partners, 102.5 mc.

KDEN-FM Denver, Colo.—KDEN Bcstg. Co., 93.1 mc.

KYFM Oklahoma City, Okla.—Capitol City Bcstg. Co., 98.9 mc.

Ownership Changes

ACTIONS BY FCC

KAIR Tucson, Ariz.—Granted assignment of cp from **William J. Hyland III, Dawkins Espy** and **James H. Duncan** to **Josh Higgins Radio Enterprises Inc.** for $135,000. Announced Nov. 21.

KYME Boise, Idaho—Granted assignment of license to **Keith E.** and **Ellen D. Patterson**; consideration $84,000. Announced Nov. 29.

KART Jerome, Idaho—Granted transfer of control from **Karl L. Metzenberg** and **Herbert E. Everitt** to **Frederick M. Parry**; consideration $35,000. Announced Nov. 29.

KVTV (TV) Sioux City, Iowa; WNAX Yankton, S. Dak.—Granted assignment of licenses to **Peoples Bcstg. Corp. (WRFD Worthington,** and **WGAR-AM-FM Cleveland, Ohio; WMMN Fairmont, W. Va.,** and **WTTM Trenton, N. J.**); consideration $3,000,000. Announced Nov. 29.

KJFJ Webster City, Iowa—Granted assignment of license from **Charles V.** and **Ruth B. Warren** to **Triangle Bcstrs, Inc. (D. D. Trew,** president); consideration $55,000. Announced Nov. 29.

WBFM (FM) New York, N. Y.—Granted transfer of control from **Muzak Corp.** to **Wrather Corp. (J. D. Wrather, Jr.,** president; interests in **KFMB-AM-TV San Diego** and **KERO-TV Bakersfield, Calif.** and cps for tv stations in **Yuma, Ariz., and Boston, Mass.**); consideration $4,175,000; conditioned that stockholders of transferee who have interests in **DuMont Broadcasting Corp.** shall dispose of their interests in DuMont and notify Commission thereof prior to such time as DuMont fm station in **New York City** commences program operation. (On Nov. 13 Commission granted assignment of cp of **WHFI (FM)** there from **Fidelity Radio Corp** to **DuMont.**) Announced Nov. 29.

WFEC Miami, Fla., WRFM Rochester, N. Y.—Granted transfer of control to **Harry Trenner, Herbert Schorr, Fraternity Assoc. Inc.,** and 16 other stockholders; stock transaction. Messrs. Trenner and Schorr own **Florida East Coast** which owns **Rochester Bcstg.** Announced Nov. 29.

KRMW The Dalles, Oreg.—Granted transfer of control from **Harold L. Newhouse, et al.,** to **Oliver B. Earl** (now 16.66% owner); transfer of remaining 83.34% is to settle $18,000 loan obligation. Announced Nov. 29.

WEZN Elizabethtown, Pa.—Granted assignment of cp from **Will Groff** to **Colonial Bcstg. Co. (Lowell W. Williams,** president); consideration $12,700 and 10 shares of stock. Announced Nov. 29.

KHFI-FM Austin, Texas—Granted assignment of license to **Roderick E. Kennedy**; consideration $14,875. Announced Nov. 29.

KORC Mineral Wells, Texas—Granted assignment of license to **Action Bcstg. Corp. (David B. Klutgen,** president); consideration $45,000. Announced Nov. 29.

KKEY Vancouver, Wash.—Granted assignment of license from **Charles** (father) and **Ralph** (son) **Weagant** to latter, trading under same name, through purchase of stock willed by father to another son; consideration $3,700. Announced Nov. 29.

KTWO-TV Casper, Wyo., KTWX-TV Sheridan, Wyo.—Granted assignment of cps to **Harriscope Inc.,** plus **Irving B. Harris, Donald P. Nathanson** and **Benjamin Berger,** limited partnership, d/b as **Rocky Mountain Tele. Stations**; stock transaction. Announced Nov. 29.

APPLICATIONS

KBTM-AM-FM Jonesboro, Ark.—Seeks assignment of license from **Regional Bcstg. Co.** to **Alan G. Patteson Jr.** and **Matthew Carter Patteson d/b as Patteson Brothers** for $110,000. The Patteson Brothers are equal partners, and are in farm land grain elevator and an anhydrous ammonia plant. Announced Nov. 29.

WHOO-AM-FM Orlando, Fla.—Seeks assignment of license and SPA from **WHOO Inc.** to **Brownstone Properties Inc.** for $222,500 cash or $250,000, part cash, part promissory note. Brownstone Properties is owned by **Edwin B. Estabrook Jr.** (70%) and **Maurice Weiss** (30%). Mr. Estabrook has been owner, manager of **WERI Westerly, R. I.** Mr. Weiss is advertising and sales promotion manager for a N. Y. clothing manufacturer. Announced Dec. 2.

WTVW (TV) Evansville, Ind.—Seeks transfer of control of class A voting stock from **Rex Schepp, Mary Eaton Schepp, B. F. Schepp, Freeman Keyes, Ferris E. Traylor** and **John W. Krueger** in permittee corp. **(Evansville Television Inc.)** to voting trustee, Freeman Keyes. Corporate change. Announced Nov. 26.

KJOE Shreveport, La.—Seeks acquisition of negative control of licensee corp. **(Audiocasting Inc.)** by **Joe C. Monroe** through purchase of stock from Audiocasting Inc. (under stock-management transaction). Announced Nov. 29.

KRBO Las Vegas, Nev.—Seeks transfer of control of licensee corp. **(Rainbow Inc.)** from **Harry Brier, David Cohen** and **Shurley Hirshberg** to **Joseph Marandola** for $30,000. Mr. Marandola is general manager and 20% owner of KRBO. Announced Nov. 29.

KGEO-TV Enid, Okla.—Seeks transfer of control (100% stock) of licensee corp. **(Streets Electronics Inc.)** from **P. R. Banta et al.** (9 stockholders) to **Louis E. Caster** and **Ashley L. Robison** for $957,440. Mr. Robison is 75% owner of **KOVO Provo, Utah,** 15% owner of **WREX-TV Rockford, Ill.,** and 9% owner of **KBYE Oklahoma City, Okla.** Mr. Caster is 50% partner in applicant for tv station in **Duluth, Minn.** Announced Nov. 7.

KVAS Astoria, Ore.—Seeks acquistion of negative control of licensee corp. **(Lower Columbia Bcstg. Co.)** by **Tracy Moore Jr.** and **Jerome A. Moore** (a family group) through purchase of 25% of stock from **Albert L. Capstaff** for $10,000. Announced Nov. 27.

KYNG Coos Bay, Ore.—Seeks assignment of license from **Harold C. Singleton** and **Walter N. Nelskog** d/b as **KYNG Radio** to **KYNG Radio Inc.** for $70,000. KYNG Radio Inc. is owned by **Phillip F. Waters** (50%), **Milton A. Foland** (25%) and **George F. Brice Jr.** (25%). Mr. Waters is manager of KYNG. Mr. Brice has insurance and real estate interests. Mr. Foland has various business interests. Announced Nov. 27.

KGW-AM-TV Portland, Ore.—Seeks assignment of license from **Pioneer Bcstg. Co.** to **King Bcstg. Co.** Corporate change. Announced Nov. 27.

WARM-AM-TV Scranton, Pa.—Seeks transfer of control of licensee corp. **(Union Bcstg. Co.)** from **William W. Scranton** to **Transcontinent Television Corp.** for $210,000 as part of general recapitalization. Announced Nov. 14.

WCOS-AM-FM Columbia, S. C.—Seeks assignment of license from **Radio Columbia** to **WCOS Inc.** for $107,500. **George H. Buck Jr.** new owner, and father, are majority owners of **WJNO West Palm Beach, Fla.** Announced Nov. 26.

WTND, WORG (FM) Orangeburg, S. C.—Seeks involuntary transfer of control of licensee corp. **(WTND Inc.)** from **J. I. Sims, Henry R. Sims, Gelzer L. Sims, James L. Sims,** and **H. S. Sims,** as a family group, to **Henry R. Sims, Gelzer L. Sims, James L. Sims** and **J. L. Sims, J. H. Gressette & J. B. Rembert** as executors and trustees of the estate of J. I. Sims, deceased and **Hugo S. Sims, Edward H. Sims** & Henry R. Sims as trustees of the estate of **H. S. Sims,** deceased. Announced Dec. 3.

KGA Spokane, Wash.—Seeks assignment of license from **Bankers Life and Casualty Co.** to **Gran Bcstg. Co.** for $250,000. Gran Bcstg. is owned by **L. F. Gran** (80%) and others. Mr. Gran is 11½% owner of **Illiway Television Inc.,** applicant, **Moline, Ill.,** 25% partner of **Rex Television Co.,** applicant, **Duluth, Minn.,** and 14% stockholder of **Valley Telecasting Co.,** applicant, **Green Bay, Wis.** Announced Dec. 3.

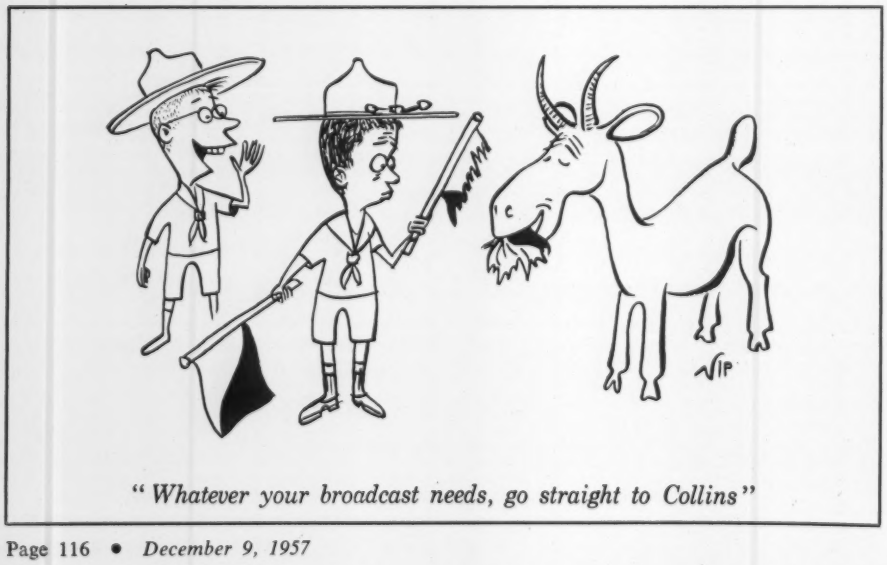
WVOW Logan, W. Va.—Seeks transfer of control of licensee corp. **(Logan Bcstg. Corp.)** from **Dr. H. H. Farley, Clarence W. Meadows** and **J. E. Craft,** as trustees, to **Grover C. Combs, Dr. H. H. Farley** and **W. Carson Browning, Jr.,** et al. (stockholders). Corporate change. Announced Dec. 3.

Hearing Cases

FINAL DECISIONS

By order of Nov. 27, Commission made effective immediately initial decision and granted ap-

continued on page 121



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- **All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.**
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Management

Eastern chain has new station under construction. Needs assistant station manager immediately. Eventually promotion to manager. Applicant must have several years announcing experience, sales experience, must be married, must have car. Send tape, resume and photo. Box 157C, BROADCASTING.

Sales

Sales manager with superior results wanted for Atlanta, Georgia. Box 306C, BROADCASTING.

Experienced announcer-salesman, salary plus 15% commission. Some active accounts. Opening January 15 or 30. Send tape, resume and references. Box 310C, BROADCASTING.

Salesman with proven record, livewire for new station KEAP c/w music-news. 2344 Railroad, Fresno, Calif.

Immediate opening for experienced salesman in metropolitan Pennsylvania market. Excellent guarantee against 15% commission. Established accounts and market. Send full information in first letter, including experience and present billing to Louis Murray, WRTA, Altoona, Pennsylvania.

Announcers

Florida top-notch pop DJ. $100 week to start. Additional income by selling. Send tape, resume, references first letter. Box 441B, BROADCASTING.

Midwest daytimer wants experienced staff announcer for early morning dj and news work. Prefer married man who wants to settle in finest community in midwest. Send tape, photo's and resume to Box 216C, BROADCASTING. 3rd ticket or better required.

Good dependable combination man, southern market. Write Box 234C, BROADCASTING.

Michigan independent seeks strong afternoon deejay with restricted license. Send tape and details to Box 268C, BROADCASTING.

Pennsylvania chain needs experienced announcers. Good working conditions, 40-hour week, paid vacation, time and half, $85 a week. Minimum one-year experience necessary. Excellent opportunities for advancement to executive position. Send tape, with news, commercials, and sample music program, plus resume and photograph. Box 274B, BROADCASTING.

Central Pennsylvania daytimer has a good job for a staff announcer. Rush tape and info. Salary. Box 278C, BROADCASTING.

If you are a disc jockey with experience conducting teenage dance parties, we have an unusual opportunity. Salary plus percentage of gate which should total over $300 a week income. Box 308C, BROADCASTING.

Experienced announcer-engineer about January 15 or 30th. Pleasant working conditions, good pay, new equipment. Send complete resume, tape, references. Box 309C, BROADCASTING.

Ready to move up. $10,000 per year starting. One of America's great independents, long number one in its market, has openings for two top-flight deejays with contract starting at $10,000 per year. If you're good, and ready to move up into a top market, air mail tapes and background information to Box 320C, BROADCASTING.

Actor type dj announcer-wanted. Ohio. Box 329C, BROADCASTING.

Ohio-dj, smooth professional sound, voice with a smile. Non-top fortier. Knows standards. Call Akron, Blackstone 3-6171.

Two south-western area announcers needed. Excellent pay, metropolitan programming. Write or visit, Harry O'Connor, KTEM, Temple, Texas.

RADIO

Help Wanted—(Cont'd)

Announcers

Experienced dj familiar with music, news format. Send tape dj show and news to KWOW, Pomona, California.

Immediate opening for staff announcer, strong on news and music. Contact PD, Ted Barker, WJOY, Burlington, Vermont.

Experienced versatile announcer who knows popular music for Washington, D. C. area independent. Send resume, tape and photo to Jack Moran, WPIK, Alexandria, Virginia.

Big small town market of 70,000 (general vicinity of Atlanta) wants combo man with 1st phone ticket for night shift—never more than 4 or 5 hours per night on board, only 5 nights a week. Must have good voice. Send tape, resume and desired starting salary immediately to Don Mitchell, 230 Lakeview Ave., NE, Atlanta 5, Georgia.

Technical

Eastern Kentucky daytimer needs first class engineer immediately. Send complete resume. Box 991B, BROADCASTING.

Need engineer for active station. Some announcing. Good pay and pleasant working conditions. Box 138C, BROADCASTING.

Chief engineer. Immediate opening for experienced engineer, Virginia station. Send complete information. Box 193C, BROADCASTING.

New 1000 watter seeks rare combination and is willing to pay to get it: First phone man, salesman, writer, announcer, in short, a radio man of the old school. This man might have learned his radio in depression days, he might be ex station owner, ex-drunk or he might have been fired from dozen jobs for aggressiveness. But he can handle any phase when chips are down. He can sell good programs, not spots and he can work with small town businesses and civic clubs. This is tight, small town operation but beautiful spot to hang your ticket for keeps. Give us positive proof in first, and only, long air mail letter and we'll give you far above average guarantee along with deal on sales that will let you name earnings. New equipment installed, we will delay air date until we get our man. Box 275C, BROADCASTING.

Engineer directional experience for Atlanta, Georgia. Box 307C, BROADCASTING.

Experienced chief engineer-announcer. Send tape, experience to KWOW, Pomona, California.

Chief engineer-announcer, good salary; send tape and resume to WDBL, Springfield, Tenn.

First class radio telephone license engineer. Steady employment, send qualifications, references WICA, Ashtabula, Ohio.

Immediate opening for chief engineer-announcer for 1000 watt southeast independent station. Good pay, pleasant working conditions. Send tape, photograph, and resume to WJAT, Inc., Swainsboro, Ga.

1st class combo man wanted. Need not be too strong on technical side. $85.00 per week. Daytime only. WJIG, Tullahoma, Tenn.

Wanted, engineer-announcer with first class phone. Southern West Virginia CBS affiliate. Announcing experience stressed. Transmitter watch duties to spell other technicians. Immediate opening. Group insurance program. WJLS, Beckley, West Virginia.

Technical supervisor take charge well equipped am-fm operation. New Gates kilowatt am, GE fm transmitters, remote controlled. Applicants must have several years all-around maintenance experience. Excellent opportunity for engineer preferring station which maintains A-1 equipment condition. Contact Ray Cheney, WMIX, Mt. Vernon, Illinois.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Combo news-staff man with emphasis on news in depth. Permanent berth in major Ohio metropolitan market to man who can cut the mustard. Starting salary commensurate with experience and ability. Send resume, photo, tape and other pertinent information first letter. Box 197C, BROADCASTING.

Newsman for southern New England 5 kw network affiliate. Emphasis on gathering and writing local news. Air work not necessary. Youth, enthusiasm and sports knowledge desirable. Send full information to Box 231C, BROADCASTING.

Opportunity security 1000 watt Pa. daytimer, top salary afternoon program director. Live wire staff. Box 325C, BROADCASTING.

Radio-tv news department needs experienced newsman. Photographic experience helpful. Rush pix, complete resume. Joe Andrews, WMAZ, Macon, Georgia.

RADIO

Situations Wanted

Management

Recently sold my station after ten years of profitable operation. Ready to bring you a most thorough and comprehensive knowledge of the broadcasting business, all phases. Married, family, 37 years old, available February. Looking for community with a future. Box 224C, BROADCASTING.

Manager. Well versed programming, sales, administration. Young, aggressive, hard worker. Box 292C, BROADCASTING.

Manager, why risk your investment with inexperience? Not a miracle man but I really know radio and am a result getter. Excellent character, reliable 48. Reasonable salary. Box 301C, BROADCASTING.

Sales manager, or top salesman. Accustomed to selling choice accounts without pressure. A go-getter with long radio experience. Fine character, reasonable salary and commission. Prefer southern states. Box 302C, BROADCASTING.

Assistant manager-program director. Twelve years radio and tv. Combo. Announcing. Sales. P-B-P. Writing. Music. College graduate. Stable, civic-minded, family man. Age 35. Best references. Want opportunity, not only to join growing organization, but to contribute to its growth. Box 326C, BROADCASTING.

Here is a good man. Presently my commercial manager, he is qualified to become general manager but there is no room here for him to move higher. He is completely familiar with station operation, serving four stations over the past 11 years. Recommended highly. Contact S. A. Hassan, General Manager, WROY, Carmi, Illinois.

Sales

Salesman. Experienced programming and sales. Creative, ideas. Permanent. Reasonable draw. Box 293C, BROADCASTING.

Announcers

Combo, experienced, from 250 watts to 5000 watts. Midwest preferred. Box 330C, BROADCASTING.

Basketball announcer, 7 years experience. Finest of references. Excellent voice. Box 898B, BROADCASTING.

Experienced announcer with first phone desires to locate in New England. College; 27; employed; no maintenance. Box 155C, BROADCASTING.

DJ beginner, capable, eager to please, salary secondary to opportunity. Grad N.Y. radio school. Tape and resume immediate on request. Box 203C, BROADCASTING.

Girl-personality, dj, run own board, eager to please. Free to travel, gimmicks, and sales. Box 204C, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Personality-dj strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 205C, BROADCASTING.

Having trouble finding an all night dj? You've found him. Single, vet, experienced. Box 211C, BROADCASTING.

Starting a jazz show? I'd like to spin the sides for you. Experienced. Vet. Single. Box 212C, BROADCASTING.

Personality dj, morning man, audience builder, merchandise mover. Family man, no floating flash. Can also sew up mid morning woman audience with warm, friendly, different approach. Tried under fire in highly competitive market and large area. TV-pd and 12 years radio experience. Best references. East or Ohio preferred. $200 minimum. Box 230C, BROADCASTING.

College grad, 33,, 10 years experience, staff and dj, prefer 300 mile radius of Louisville, Kentucky. Box 245C, BROADCASTING.

Combo man, 1st phone, consider routine maintenance. Available immediately. Box 265C, BROADCASTING.

Young announcer, experienced, college graduate, vet. Desire permanent position as staff announcer, reporter-announcer or play-by-play, Box 267C, BROADCASTING.

Good news, commercial, disc jockey, first phone, college, veteran, married. Box 269C, BROADCASTING.

Experienced announcer, married. 29. Desires dj position, pleasant voice. Prefer Iowa, Kansas, Missouri, Oklahoma. Box 284C, BROADCASTING.

Attention eastern America, I am an experienced announcer who can operate a console and who can also capably handle any breach in station operation, should it arise. Therefore if you want an announcer who is not "run of the mill," write to Box 287C, BROADCASTING, for full information.

Commercial, dj, 2 years experience, just out of Army, seek eastern location. Will consider others. Box 288C, BROADCASTING.

Sports, news. Ten years experience. Permanent position required. Available immediately. Box 299C, BROADCASTING.

Top dj, three years experience, knows music, good commercial, family. Box 303C, BROADCASTING.

Staff announcer: experienced, news, commercial, dj work. Seeks position. Will travel. Tape on request. Box 311C, BROADCASTING.

Staff announcer: experienced news, commercials, dj board operation. Young. Will travel. Box 312C, BROADCASTING.

Staff announcer: experienced, news dj work, commercial copy. Tape available. Will travel. Box 313C, BROADCASTING.

Want personality all-around announcer with experience? Production minded, adjust to any station. Procedure to anywhere. Box 318C, BROADCASTING.

Three years experienced combo-man desires position. First class license, will move, excellent references. Reply to Box 327C, BROADCASTING.

Announcer, first phone, seeks permanent position, experienced, married, college, stable. Box 328C, BROADCASTING.

Experienced announcer-engineer, first phone. Box 1208, Stewartville, Minnesota. Phone 5791.

Broadcasting school graduate desires a start in announcing. Can operate console. Age 20, single, 4F. Can prove self if given a chance. Joseph Baker, 7337 S. Lowe, Chicago 21, Illinois.

4 years radio. Know good music. Married. Employed. Charlie Doll, Station WFTR, Front Royal, Virginia.

Combination man. 1st ticket. Board operator. All staff duties. Some maintenance. Moore, 737 11th Street, N. W., Washington, D. C., Metropolitan 8-5255.

Technical

Licensed first class chief engineer, qualified farm director and photographer. Box 266C, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Technical

Combo man, 1st phone, lousy announcer, miserable engineer wants soft job, good pay, easy going employer. Box 276C, BROADCASTING.

Engineer, first phone, plenty of experience, xmtr operation and maintenance. Some tv xmtr operation. Don't drink. Box 305C, BROADCASTING.

Experienced chief engineer, construction, directionals, management, sales. Available immediately. Bob LaRue, 3612 Centinella, North Highlands, California, EDgewood 2-1529.

First phone, 23, two years experience BC-610, Viking I. No broadcast experience. Prefer Oklahoma or southern Louisiana. Marvin Livingston, 514 South 13th, Muskogee, Oklahoma. MU-28188.

Chief or non-combo engineer, 20 years experience am and fm; micro-wave links; directional; strong on preventive and corrective maintenance. M. Scott, 206B Baltimore St., Huntington Beach, Calif.

Production-Programming, Others

Copywriter-dj, 35, seven years experience, interested selling. Resume, continuity specimens, tape. Box 256C, BROADCASTING.

Newsman, 7 years radio-newspaper experience; seeks metropolitan market, prefers east; accurate, fast coverage, professional air delivery; best references; car. Box 282C, BROADCASTING.

Well experienced in radio, some television. Full particulars on inquiry. Box 283C, BROADCASTING.

Newsman-announcer presently with major tv-radio station seeks position in east. Experienced in production, film and tape editing. Box 291C, BROADCASTING.

Program director. Nine years all phases. Lots of saleable ideas. Box 294C, BROADCASTING.

Newsman. Large market only. Will gather, write, air. Thoroughly experienced. Box 295C, BROADCASTING.

Girl Friday, copy, air, traffic, secretarial-college background. Available now. Box 300C, BROADCASTING.

Continuity director-newscaster, 16 years radio-tv including 11 years continuity director major national agency. Permanent local station connection about January 1. Box 319C, BROADCASTING.

Giving your fm programs away? Fine music can be programmed for commercial effectiveness. Box 321C, BROADCASTING.

TELEVISION

Help Wanted

Sales

Salesman wanted for growing Rocky Mountain city, vhf network station. Excellent opportunity. Write Box 208C, BROADCASTING.

Announcers

Wanted, young newsman. Desire more important than experience. Salary range, 75-80. Send tape, photo, resume to: Don Potter, WKNX-AM-TV, Saginaw, Michigan.

Technical

Assistant supervisor well established tv station in northeast with transmitter staff of 6, requires assistant transmitter supervisor. Must be technically qualified in measurement and maintenance of tv transmission equipment. Character and technical references required with application. Box 690B, BROADCASTING.

Unusual opportunity for inexperienced man who wants on-the-job training in tv transmitter operation. First phone required. Box 691B, BROADCASTING.

Transmitter engineer for vhf station in metropolitan midwest city. Radiotelephone first required. Salary range $80.00 to $125.00, other benefits. Opportunity to advance from small radio or tv operations to a large operation. State experience, education, and provide a recent snapshot. Box 206C, BROADCASTING.

If you have a first class license and good voice, like to work, enjoy eating and dressing well, want to live in one of the nation's outstanding recreational areas, and are looking for a real opportunity with a growing company, rush letter, tape and photo to Dick Vick, KGEZ-TV, Kalispell, Montana.

TELEVISION

Situations Wanted

Management

General manager now managing network vhf station, small market. Have developed present station to maturity and now desire larger market. Ten years radio and television management experience. Extensive midwest and New York agency contacts. Excellent network and national representative relations. Under 40. References. Box 232C, BROADCASTING.

Need a young man with proven record for tv station or sales management in major market? 8 years tv experience in major market station and sales management and tv rep sales. Works smoothly with associates. Can get more business for you in the toughest selling situations. Top references from former employer, stations, agencies, clients, networks and trade. Currently employed. For resume, write Box 317C, BROADCASTING.

Strong on sales and organization. Interested in station with real future that will pay for a job well done. 13 years experience in both radio and tv with thorough knowledge of key agencies. Size and location of market not important. Will be available January 1 and have real success story to tell. Box 323C, BROADCASTING.

Sales

Selling out my business (D&B D-2). Experienced radio-tv sales, 31, single, BFA, MA, seeking opportunity tv sales. Available January 1. Box 191C, BROADCASTING.

Sales manager. Twelve years national, local, management experience radio and television. Thirty-five, married, family, presently employed. $10,000.00. Let's talk it over. Box 279C, BROADCASTING.

11 successful years selling radio, tv. UHF experience. Not afraid of competition. Family, 31, finest references. No hotshot but a businessman. I'll make you money. Box 296C, BROADCASTING.

Announcers

Experienced announcer, presently employed in radio, desires advancement to tv. Single, 27, veteran. Tape, resume available. Box 908B, BROADCASTING.

Two years on-camera experience, emphasis on commercials. Late movie host, news and sports shows. Ready to locate with progressive station. Box 315C, BROADCASTING.

Technical

First phone, three years television studio operation and maintenance experience. Prefer midwest. Box 274C, BROADCASTING.

Experienced am and tv engineer desires to locate in northwest. Box 280C, BROADCASTING.

Engineer, first phone, three years experience. All phases of studio operation. Prefer the west. Box 297C, BROADCASTING.

Production-Programming, Others

Yes! Five years television production experience. Director, audio, camera, floor, film, lighting, announcing. Yes! Ready and willing to shoulder responsibility. Yes! Reliable, family man, sober. Yes! Presently employed but seeking advancement. Write Box 199C, BROADCASTING.

Producer-director. Experienced. Family. Presently employed top eastern basic. All phases production. Desires more opportunity. Box 277C, BROADCASTING.

Man has over 200 hours of television working experience, all phases of television program-production in school studios. Also a trained singer with experience booking entertainment. Box 298C, BROADCASTING.

News director. Employed editor, 31. Top writer, reporter. Nine years local, state, national news. Can organize, gather, present news. Box 316C, BROADCASTING.

FOR SALE

Stations

Investment capital up to $20,000 for new California radio station in fine isolated market. Prefer experienced broadcaster who can work at station as well. Box 273C, BROADCASTING.

FOR SALE—(Cont'd)

Stations

Partner opportunity. California station in growing community needs industrious partner. Modest investment required. Experience and ability in sales-announcing or engineering-announcing essential. Box 322C, BROADCASTING.

Massachusetts $101,000; Pennsylvania $78,000; Connecticut $250,000; Florida $75,000; North Carolina $45,000; Michigan 70,000; West Virginia $60,000; Florida $350,000. Please write Haskell Bloomberg, Broker, Lowell, Massachusetts.

Several Florida stations, both profitable and potential types, which may be combined for economical group operation. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Upper New England, single station market, asking price $70,000. Paul H. Chapman Company, 17 East 48th, New York.

Gulf south metropolitan market, $140,000, terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

St. Louis-Little Rock area. A full time station now available. Ralph Erwin, Broker. Tuloma Building, Tulsa.

St. Louis-Kansas City area. A top notch market and station. Full time. Ralph Erwin, Broker. Tuloma Building, Tulsa.

Special. A semi-metropolitan area with highly diversified economy. The 0.5 mvm signal of this station reaches a market in excess of 106,000 people. Mid-continent area. A full-time station. Offered for private sale to qualified principals only. Priced under $100,000. Written inquiries are invited. Ralph Erwin, Broker. Tuloma Building, Tulsa.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. **Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.**

FOR SALE—(Cont'd)

Equipment

New tower. Free standing, 115 foot Dresser-Ideco. Never erected. Complete tower and footing drawings. Write Box 207C, BROADCASTING.

Two Ampex model 350C with new guarantee; one with remote control. Both for $1750. Also new Ampex 612 Stereo playback with two 620 speaker amplifiers. $500.00 complete. Box 241C, BROADCASTING.

Four 50KVA, 60 cycle, single phase, air cooled transformers. Two primaries, 120/240 volts. Secondary 440/480 volts. Bargain. Box 324C, BROADCASTING.

For sale, fm mast. Collins six bay doughnut tuned to 99.7. $900.00 F.O.B., Sedalia, Missouri. Apply M. J. Hinlein, KDRO-TV, Phone 1651, Sedalia.

For sale: 250 watt Gates fm transmitter, frequency monitor, frequency deviator, 200 feet Andrew coax cable and two bay antenna. Write KPOC, Pocahontas, Arkansas.

Complete Rust remote including 1080A, 1081A units, off air monitor receiver, relays, actuator, fine working, like new, bargain $775.00. KSPR, Casper, Wyoming.

For sale, 1 Channel 12 four-bay Prodelin antenna, 1 channel 13 diaplexer, 2 channel 13 Marmonic filters. Contact Lloyd Amoo, KXJB-TV, Valley City, North Dakota.

RCA type 72-D recording attachment with recording head, base attachment and 1.5 mil cutting stylus (new). Priced to sell as bargain. Call or write Chief Engineer, WILO, Frankfort, Indiana.

50,000 watts am broadcast transmitter. Western Electric type 306B, Serial 101. Two year supply of tubes, $10,000. WJR, Detroit 2, Michigan, A. Friendenthal.

Two 50 watt RCA used transmitters, some age, but good working condition. Contact Charles M. Erhard, WPME, Punxsutawney, Pa., Telephone 1221.

Dage 60B Vidicon complete plus remote controls. Never used. $975. Box 81, Huntington, W. Va.

FOR SALE—(Cont'd)

Equipment

400 foot guyed heavy-duty supporting tower galvanized with lights. I. K. Corkern, 960 E. River Oaks Dr., Baton Rouge, La.

For sale: Ampex 350, 350-2, 600, 60, 601-2, and A series available from stock at Grove Enterprises, Roslyn, Pa., TUrner 7-4277.

For sale power unit-15 kw, 120-240 volt, single phase, gasoline engine, manufactured by International Diesel Corp., never used, cost $3300.00, selling price $1100.00. Nash Greenville Co., Route #1 Hadley Road, Greenville, Pa.

WANTED TO BUY

Stations

Three radio men desire fulltime station in progressive market. Have experience and finances. Box 190C, BROADCASTING.

Able manager, excellent profits record, 20 years experience. Can make moderate investment toward lease with purchase option, stock option plan, partnership with absentee or inactive owner, or outright purchase. Box 225C, BROADCASTING.

Private party desires outright purchase of station or cp in Wisconsin, Iowa, Minnesota or U. P. Adequate capital, confidential dealing. No brokers, please. Reply to Box 286C, BROADCASTING.

Equipment

Wanted to buy, 10 kw fm transmitter, other fm accessories. Reply Box 467B, BROADCASTING.

Want to buy used, self-supporting tower, suitable for tv antenna support. Must be 200 ft. or better. Also one used GPL projector in good condition. Box 238C, BROADCASTING.

Will buy sound effects library in good condition. State label and use. Box 271C, BROADCASTING.

Wanted to buy 1 kilowatt am transmitter for Conelrad and standby use. Box 272C, BROADCASTING.

Television Personnel *TRAINED* for Every Studio Position

Northwest's television personnel are professionally trained in modern studios with the latest equipment . . . closed circuit telecasts and specialized training taught by network veterans.

Northwest can fill *your* television positions with trained, capable people just as they are doing for stations throughout the country.

Remember . . . WHEN YOU NEED TRAINED PEOPLE —

Call NORTHWEST SCHOOLS for TELEVISION PERSONNEL . . .

(CApitol 3-7246 in Portland)

NORTHWEST SCHOOLS

Studios in:

HOLLYWOOD, CALIF. • CHICAGO, ILLINOIS • PORTLAND, OREGON

a typical Northwest television class in action is shown here:

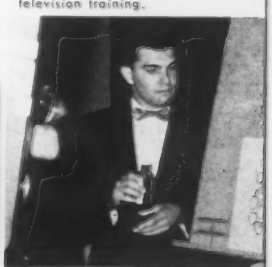
CAMERA. Mastering the television camera during a closed circuit telecast.

FILM. Students receiving instruction on film techniques.

FLOOR. Floor director of a typical class produced telecast.

CONTINUITY. Continuity work — an important phase of Northwest's television training.

DIRECTING. Directing a recent Northwest class production.



ANNOUNCING. On-camera commercials — an important phase of television announcing.

WANTED TO BUY

Equipment

Low power fm transmitter with associated equipment. Must be reasonable. State condition and cash price. Box 281C, BROADCASTING.

Interested in used studio equipment, G.E. or R.C.A., studio camera chains, special effects amplifiers, etc. Reply to Box 304C, BROADCASTING.

Wanted tower 200 to 300 feet galvanized 30 pound self supporting. Wire or write description and price to E. C. Frase, Jr., WMC-WMCT, Memphis, Tennessee.

Interested in purchasing a 3 kw or a 5 kw fm transmitter or a 5 kw fm amplifier which can be driven by a 1 kw RCA fm transmitter. E. Sonderling, WOPA, Oak Park, Illinois, Village 8-5760.

We buy tower of 450 feet high, with insulators and retains. Lights equipment, preferable in aluminum three faces. Please address replies to Radio Station XEAW, P. O. Box 628, Monterrey, Nuevo Leon, Mexico. Besides we buy two 250 watt RCA Victor equipment.

Wanted 1000 watts am transmitter, 5 years old. Gates or RCA. Radio XEPO, Venustiano Carranza 4-A, San Luis Potosi, Mexico.

Cash for 3 kw fm transmitter and monitors. State make and condition. Schneider, P. O. Box 989, Oxnard, California.

FM transmitter 6 to 10 kw and accessories including monitor and studio equipment. Contact George Voron & Co., 835 N. 19th St., Philadelphia 30, Pa.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. **For free** booklet, write Grantham School, Desk B2, 821-19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed **instruction** by master teacher. Phone FLeetwood 2-2733. **Elkins** Radio License School, 3605 **Regent** Drive, Dallas, Texas.

F.C.C. license residence or correspondence. The **Pathfinder** method-short-thorough-inexpensive. For bonus offer write Pathfinder Radio Services, 737 11th St., N. W., Washington, D. C.

PROGRAM IDEAS

Spot commercial copyrighted program ideas, exclusive, factual fascinating material, sample scripts, details available. Box 121C, BROADCASTING.

RADIO

Help Wanted

Sales

Excellent opportunity for top notch Sales Promotion man in major radio and TV market. Must be experienced in creative Sales Promotion techniques. This is a top job for the right man. Rush background material in confidence to

Box 215C, BROADCASTING

RADIO

Help Wanted—(Cont'd)

Announcers

SNAPPY, HAPPY
MORNING MAN
WANTED

For a million market top rated indie, must be a "pro", experienced, send resume, tape with sample AM dj show to

Box 285C, BROADCASTING

AIR SALESMAN!

Sacramento's top-rated music and news personality station wants to immediately contact a REALLY effective air salesman (D.J.), preferably with a first ticket. Excellent salary—fine earning opportunity—wonderful California community. Rush audition tape, photograph and past experience resume to Jack Lawson, Station KXOA, P. O. Box 3094, Sacramento 15, Calif.

Production-Programming, Others

NEWS DIRECTOR

Growing chain wants top-flight news director effective January First. Unless you are a mature hard-hitting newshawk that can dig it up and deliver it, don't waste our time. Experience and writing ability a must. Salary open. Rush tape, photo, resume and salary range to

Box 148C, BROADCASTING.

TELEVISION

Help Wanted

CALIFORNIA NETWORK
VHF TV STATION
EXPANSION

Requires The Following Personnel

1. SALESMAN—For local sales, salary and over-ride, neat appearing. Send complete resume and photo.
2. ANNOUNCER—Neat appearing, able to handle live commercials, booth and other local phases. Send tape and photo with resume.
3. ARTIST—Man or woman for creative artwork as well as layouts, ads, promotion pieces in promotion department. Send samples, photo and resume.
4. PHOTOGRAPHER — Knowledge of all phases of TV photography, 35 mm. slides, 16 mm. processing equipment, 4x5. Send complete resume with samples of work.
5. ARTIST-PHOTOGRAPHER — Able to handle all art as well as photo. Air-brush, showcard machine, hand lettering, art work, plus 16 mm. film processing, 35 mm. slides, etc. Send complete samples and resume.

Write Box 270C, BROADCASTING

RADIO

Situations Wanted

Management

AVAILABLE SOON!

Highly Qualified

Executive Vice President and General Manager

Of One of America's Leading Major Market Independents
12 Years Experience

- **Station Management**
- **National Representation**

Heavy Emphasis on:

- **SALES**
- **PROMOTION**
- **PROGRAMMING**
- **ADMINISTRATION**

Excellent references.
Inquiries invited.
Box 331C, BROADCASTING.

Announcers

5 years staff (all phases) best metropolitan stations (2) 8 years free lance. Major league baseball; New York network radio-tv commercial announcer. Program, sales experience. Superior quality (tapes, films, resume) will attest. Seeking radio-tv position where talents can be exploited to best advantage of all. Young (33) with best references in U.S.A. Why am I looking? The New York Giants have moved to San Francisco.

Box 314C, BROADCASTING

Just going on the air—or
Looking for new blood?
(then please note)

CHIEF ENGINEER—11 yrs. radio, 9 yrs. TV
PROGRAM DIRECTOR—11 yrs. radio, 6 yrs. TV

with one of the Nation's
leading AM & TV Stations
Contact Box 289C, BROADCASTING

EMPLOYMENT SERVICES

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
1736 WISCONSIN AVE., N. W.
WASHINGTON 7, D. C.

COME SOUTH!

Mississippi Broadcasters Association, membership over 60 stations, have openings for all phases of broadcasting, including management. If you would enjoy living in leisurely mild climate with excellent working conditions and good pay, contact *Mississippi Broadcasters Placement Service (no fee), Paul Schilling, WNAT, Natchez, Mississippi.*

FOR SALE

Stations

FOR SALE
RADIO STATION
METROPOLITAN AREA

"Pay-as-you-operate" plan will buy this major market station, thus affording tax-saving method to seller. Dominant majority stockholder accepting executive position in larger non-competitive business which requires station sale. This valuable property is well-known in this continually expanding area with history to prove it profitable future. Modest cash payment will set the stage for this deal to buyer with financial reputation and experience. Guaranteeing entire station price. Easy "buy-as-you-operate" payments do not allow for brokers fee. Write directly to **Box 258C, BROADCASTING.**

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

WANTED TO BUY

Equipment

Wanted U.H.F. Transmitter
and accessories
Gene O'Fallon & Sons
639 Grant St., Denver Am 6-2397

Dollar
for
Dollar

you can't
beat a
classified ad
in getting
top-flight
personnel

plication of **Great Trails Bcstg. Corp.** for renewal of license of am station **WING Dayton, Ohio.** Commissioner Bartley dissented.

By order of Nov. 27, Commission made effective immediately initial decision and granted application of **St. Charles County Bcstg. Co.** for new am station to operate on 1460 kc, 5 kw, DA, D, in St. Charles, Mo.

By memorandum opinion and order of Nov. 27, Commission granted petitions by **Broadcasters, Inc., South Plainfield, N. J., Eastern Bcstg. Co., Inc. (WDRF) Chester, Pa.,** and **Tri-County Bcstg. Corp., Plainfield, N. J.,** and enlarged issues, to extent set forth in memorandum opinion and order, in proceeding in their am applications involving 1590 kc; denied motion of Tri-County to strike Broadcasters supplemental petition to enlarge issues.

By order of Dec. 4, Commission made effective immediately initial decision of Oct. 30, as amended and granted application of **Whatcom County Bcstrs.** for new am station to operate on 930 kc, 1 kw, D, in **Bellingham-Ferndale, Wash.**

By order of Dec. 4, Commission made effective initial decision of Sept. 25, as modified, and granted application of **Claremore Bcstg. Co.** for new am station to operate on 1270 kc, 500 w, D, in **Claremore, Okla.**

By order of Nov. 27, Commission, on petition by **Tri-State Radio Corp.,** dismissed latter's application for new am station **(WKYV)** to operate on 1050 kc, 250 w, D, in **Loyall, Ky.,** and terminated proceedings which were initiated by **Radio Harlan, Inc. (WHLN) Harlan, Ky.,** protest to Feb. 20 grant of Tri-State application.

INITIAL DECISIONS

Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of application of **Jackson County Bcstg. Co.,** for new am station to operate on 1320 kc, 500 w, D, in **Maquoketa, Iowa.** Announced Dec. 3.

Hearing Examiner H. Gifford Irion issued supplement to April 15 initial decision ordering remaining as before ordering clause of initial decision which looked toward grant of application of **Town and Country Radio, Inc.,** for new am station to operate on 1150 kc, 500 w, D, DA, **in Rockford, Ill.** Announced Dec. 3.

Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of application of **Gold Coast Bcstg. Co.** for new am station to operate on 1380 kc, 500 w, D, in Lake Worth, Fla. Announced Dec. 4.

Hearing Examiner Jay A. Kyle issued initial decision looking toward grant of application of **Greenwood Bcstg. Co., Inc.,** for new tv station to operate on ch. 6 in **Greenwood, Miss.** Announced Dec. 4.

OTHER ACTIONS

By separate orders of Nov. 27, Commission (1) ordered hearing examiner to reopen record in proceeding on application of **Texas Technological College** for new tv station to operate on ch. 5 in **Lubbock, Texas,** for further hearing to determine whether applicant is legally qualified fully to operate, as well as own and construct, proposed station, including commercial as well as non-commercial operation thereof; to determine full facts and circumstances surrounding agreements of **Texas Telecasting, Inc. (KDUB-TV** ch. 13), and **Bryant Radio** and **Television, Inc. (KCBD-TV** ch. 11), both **Lubbock,** to donate funds to applicant, including terms and conditions thereof, with special reference to whether applicant would thus, by agreement, understanding, or otherwise, be precluded from carrying commercial tv programming if public interest so required; and to determine full facts and circumstances surrounding dismissal of application in this proceeding of **C. L. Trigg** including, but not limited to, account of expenses incurred by Trigg for which he was assertedly partially reimbursed, and source or sources of the $25,000 paid to Trigg; examiner to issue supplemental initial decision; hearing to be expedited (Commissioner Bartley dissented and voted for conditional grant; Commissioner Mack dissented); (2) dismissed petition of **American Bcstg. Co.** requesting Commission on its own motion to enlarge issues in this proceeding and reopen record if necessary, and dismissed as moot motion of **Texas Technological College** to strike ABC's petition; and (3) granted motion by the Broadcast Bureau and dismissed petition by **Western Television Co.** requesting that Texas Technological College application be dismissed or that record be reopened and that Western be made party thereto.

Commission on Dec. 4 directed preparation of documents looking toward:

Granting application of **Beehive Telecasting Corp.** for new tv station to operate on ch. 11 in **Provo, Utah.**

Denying petitions by (1) **South Florida Television Corp.** and **East Coast Television Corp.** for reconsideration and rehearing of June 21 revised decision which affirmed Jan. 20, 1956 grant to **Biscayne Television Corp.** of cp for new tv station **(WCKT)** to operate on ch. 7 in **Miami, Fla.,** and denied competing applications of **South Florida, East Coast** and **Sunbeam Television Corp.,** and (2) **Gerico Investment Co. (WITV** ch. 17), **Fort Lauderdale, Fla.,** for reconsideration of June 21 order which denied its petition for suspension of operation by **Biscayne Television Corp.** of **WCKT,** reopen comparative tv proceeding and to make Gerico party intervenor;

Granting application of **Sanford A. Schafitz** for new am station to operate on 1380 kc, 500 w, D, in **Lorain, Ohio.**

Granting application of **Lawrence A. Reilly** and **James L. Spates** for new am station to operate on 980 kc, 1 kw, D, in **Groton, Conn.,** and denying application of **The Thames Bcstg. Corp.** for new am station to operate on 980 kc, 500 w, D, in **Bridgehampton, N. Y.**

Routine Roundup

ACTIONS BY FCC

Commission invites comments by Dec. 27 to proposed rule making to amend allocation plan for Class B fm stations by adding ch. 283 to **Philadelphia, Pa.,** and substituting ch. 278 for ch. 284 in **Trenton, N. J. The Young People's Church of the Air, Philadelphia,** petitioned for change in order to make ch. 283 available for **Philadelphia.** Announced Nov. 29.

By memorandum opinion and order, Commission denied protest and petition for reconsideration of **Charles C. Boren, Jr. (WAMY) Amory, Miss.,** directed against Commission Sept. 26 grant without hearing of application of **Miss Ark Bcstg. Co.** for new am station **(WESY)** to operate on 1580 kc, 1 kw, D, in Leland, Miss. Announced Nov. 29.

Commission invites comments to proposed rule making to amend allocation plan for Class B fm stations by substituting ch. 223 for ch. 245 in **Sacramento, Calif.,** for subsequent assignment to station **KFBK-FM Sacramento,** in order to eliminate television interference in area due to present operations of **KFBK-FM** on ch. 245. Announced Nov. 29.

By letter, Commission denied request by **McClatchy Bcstg. Co. (KBEE-AM-FM) Modesto, Calif.,** for waiver of rules relating to station identification to announce call letters as "K B double E." It stated: ". . . In this connection, it should be pointed out that in considering requests for waiver of above rules, Commission must consider purpose and intent thereof. As you know, there exist large numbers of broadcast stations, as well as other classes of stations with various types of calls which must be checked and definitely identified by Commission's monitoring stations. To allow deviations which defeat the intent and purpose of Sections 3.117 (a) and 3.287 (a) would tend to create confusion and add to already difficult task now assigned to our monitoring stations." Announced Nov. 29.

By memorandum opinion and order, Commission dismissed protest and petition by **St. Louis Amusement Co.** directed against Oct. 23 grant of assignment of license and cp of **KWK-TV** (ch. 4) **St. Louis, Mo.,** from **KWK Inc.,** to **Columbia Bcstg. System Inc.** and assignment of cp of **KMOX-TV** (ch. 11) **St. Louis,** from **Columbia Bcstg. System Inc.** to **220 Television Inc.** Announced Nov. 29.

By memorandum opinion and order, Commission denied petition by International Brotherhood of Electrical Workers for rehearing directed against Sept. 19 report and order amending rules to permit all am and fm stations to operate by remote control under specified conditions. Announced Nov. 29.

PETITION FOR TV RULE MAKING DENIED

By memorandum opinion and order, Commission denied petition by **Springfield Television Bcstg. Corp. (WWLP** ch. 22, **Springfield,** and **WRLP** ch. 32, **Greenfield, both Mass.,** and tv translator stations **W79AA Claremont, W71AA Newport** and **W81AA Lebanon, all N. H.)** to change uhf assignments in six communities and delete sole uhf assignments in four others in **Massachusetts, Maine, New Hampshire** and **Vermont** so as to enable it to operate a group of translator stations all on ch. 72 throughout area of southern **Vermont,** southwestern **New Hampshire** and northwestern **Massachusetts.** Announced Nov. 29.

PETITIONS FOR RULE MAKING FILED

Continental Telecasting Corporation, Los Angeles, California—Petition requesting amendment of Sec. 3.606 by instituting Rule Making so as to assign ch. 58 to **Los Angeles-Pasadena.**

WBFM, Inc. New York, N. Y.—Petition requesting amendment to Sec. 3.293, 3.294 and 3.295 of Commission's rules relating to subsidiary Communications authorizations of fm stations be amended so as to provide that these stations may employ multiplex channels for background services or, in alternative, continue to utilize main channel.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on November 21:

Ordered that hearings shall commence on Dec. 23 in following proceedings: **George A. Hormel, II (KQAQ) Austin, Minn.,** matter of assignment of licenses of **KREM-AM-FM-TV** (ch. 2), **Spokane, Wash.,** from **Louis Wasmer** to **KREM Bcstg. Co.**

By Hearing Examiner Charles J. Frederick on November 25:

Issued order following first prehearing conference in proceeding on am applications of **David M. Segal** and **Kenneth G.** and **Misha S. Prather, Boulder, Colo.;** hearing scheduled for Dec. 20 is rescheduled for Jan. 20, 1958.

By Hearing Examiner Annie Neal Huntting on the dates shown:

Granted petition of **Public Service Bcstg.,**

Riviera Beach, Fla., for leave to amend its am application to change facilities requested from 1380 kc, 500 w, D, to 1600 kc, 1 kw, D, and related engineering data.

By Chief Hearing Examiner James D. Cunningham on November 26:

Denied petition of **Tribune Publishing Co.** for intervention in proceeding on application of **Oregon Radio, Inc.**, for extension of time to complete construction of station **KSLM-TV Salem, Oreg.**

By Hearing Examiner Jay A. Kyle on November 27:

Pursuant to prehearing conference on Nov. 27, and with concurrence of counsel for all parties, ordered that hearing scheduled to commence on Dec. 4, is continued without date, re am applications of **Geoffrey A. Lapping** and **Phoenix Bcstg. Co., Phoenix, Ariz.**

By Hearing Examiner Hugh B. Hutchison on November 26:

Granted petition of **WHAS Inc. (WHAS-TV** ch. 11), **Louisville, Ky.**, for leave to amend its application for cp to change trans. and ant. location to specify tower at different height and location from height and location of tower presently proposed.

By Hearing Examiner Millard F. French on November 26:

By agreement of parties, ordered that time for filing proposed findings of fact and reply findings in proceeding on application of **Ben Hill Bcstg. Corp. (WBHB) Fitzgerald, Ga.**, is extended from Dec. 2 and Dec. 9, to Dec. 12 and Dec. 19.

By Hearing Examiner Basil P. Cooper on November 26:

Issued order following first prehearing conference in proceeding on fm applications of **Hall Bcstg. Co., Inc., Los Angeles, Calif., Hogan Bcstg. Corp., Long Beach, Calif.**, and **Richard C. Simonton, Los Angeles, Calif.**; further prehearing conference will be held on Dec. 17, and evidentiary hearing scheduled for Dec. 17 is continued to date to be announced at further prehearing conference.

By Hearing Examiner Jay A. Kyle on November 27:

Pursuant to prehearing conference on Nov. 27, ordered that exchange of the direct case in writing of each applicant shall be made on or before Dec. 18, and that further prehearing conference shall be held on Jan. 3, 1958; hearing scheduled for Dec. 17 is continued to Jan. 13, 1958 in matter of applications of **The Radio Voice of New Hampshire, Inc. (WMUR-TV** ch. 9), **Manchester, N. H.**, for renewal of license, and for license to cover cp, and application of **Television for New Hampshire, Inc.**, for new tv station to operate on ch. 9 in **Manchester.**

Commission on Nov. 27 rescheduled oral argument before Commission *en banc*, formerly set for Dec. 16, for Dec. 19 at 2:00 p.m. re **Deep South Bcstg. Co. (WSLA) Selma, Ala.**, and at 10:00 a.m. same date re **B. J. Parrish, Pine Bluff, Ark., et al.**

By Hearing Examiner Annie Neal Huntting on December 2:

Ordered that further prehearing conference will be held on Dec. 19 re am applications of **Broadcasters, Inc. South Plainfield, N. J., et al.**

By Hearing Examiner Herbert Sharfman on December 2:

On oral request of counsel for **Sacramento Telecasters, Inc. (KBET-TV), Sacramento, Calif.**, and without objection by other counsel, prehearing conference scheduled for Dec. 5 is continued to Dec. 9.

By Hearing Examiner Basil P. Cooper on November 27:

Ordered that prehearing conference will be held on Dec. 9 at 2:00 p.m. in proceeding on am application of **Greylock Bcstg. Co. (WBRK) Pittsfield, Mass.**

Granted petition of Broadcast Bureau for extension of time from Dec. 2 to Dec. 12 for filing proposed findings in re application of **Radio Hawaii, Inc. (KPOA) Honolulu, Hawaii.**

By Hearing Examiner J. D. Bond on November 27:

Granted joint motion for continuance by **KOOS Inc. (KOOS-TV)** and **Pacific Television, Inc.**; prehearing conference scheduled for Dec. 5 is continued to Jan. 23, 1958, and hearing is continued from Dec. 19 to Feb. 19, 1958 in ch. 11 proceeding, **Coos Bay, Oreg.**

By Commissioner Robert E. Lee on December 3:

Granted petition of **Sucesion Luis Pirallo-Castellanos** for extension of time to Dec. 16 and Jan. 13, 1958, respectively, to file exceptions and replies thereto in proceeding on its application and that of **Department of Education of Puerto Rico** for cps for new tv stations to operate on ch. 3 in **Mayaguez, P. R.**

By Hearing Examiner Charles J. Frederick on December 2:

At request of counsel for **Radio Santa Rosa, Santa Rosa, Calif.**, and with consent of other parties including Broadcast Bureau, ordered that prehearing conference scheduled for Dec. 6 is rescheduled for Dec. 23 in proceeding on Radio Santa Rosa's am application, et al.

By Hearing Examiner Elizabeth C. Smith on December 3:

Ordered that prehearing conference will be held on Dec. 12 in proceeding on applications of **Fargo Telecasting Co.** and **North Dakota Bcstg. Co., Inc.**, for cps for new tv stations to operate on ch. 11 in **Fargo, N. Dak.**

By Commissioner Robert E. Lee on December 3:

Granted petition of Broadcast Bureau for extension of time to Dec. 10 to file exceptions to initial decision issued in proceeding on am application of **Huntington-Montauk Bcstg. Co., Inc., (WGSM) Deer Park, Long Island, N. Y.**

By Hearing Examiner Basil P. Cooper on December 3:

Ordered that prehearing conference will be held on Dec. 13 re applications of **St. Anthony Television Corp.**, and **WTVJ Inc.**, for cps for new tv stations to operate on ch. 11 in **Houma, La.**

By Hearing Examiner Jay A. Kyle on December 3:

Ordered that prehearing conference will be held on Dec. 17 at 2:00 p.m. re am applications of **Walter G. Allen, Huntsville, Ala.**, and **Marshall County Bcstg. Co. Inc., Arab, Ala.**

Ordered that prehearing conference will be held on Dec. 19 re am application of **George A. Hormel, II (KQAQ) Austin, Minn.**

Pursuant to prehearing conference held on Dec. 2, and with concurrence of counsel for all parties, ordered that hearing scheduled for Dec. 9 be continued to Jan. 27, 1958 at 2:00 in proceeding on **Evansville Television, Inc.**, to show cause why its authorization for **WTVW Evansville, Ind.**, should not be modified to specify operation on ch. 31 in lieu of ch. 7.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of November 29

WINC, WRFL, WSIG, WHYL, WAYZ Winchester and North Jackson, Va., Carlisle and Waynesboro, Pa.—Granted involuntary transfer of control from **Richard F. Lewis Jr.**, to **Marion Park Lewis**, Executrix of the estate of Richard F. Lewis, Jr., deceased.

WFVA Fredericksburg, Va.—Granted involuntary transfer of control from **Richard F. Lewis Jr.**, to **Marion Park Lewis**, Executrix of the estate of Richard F. Lewis, Jr., deceased.

WELD Fisher, W. Va.—Granted involuntary assignment of license to **Marion Park Lewis**, Executrix of the estate of **Richard Field Lewis Jr.** deceased.

WAGE Leesburg, Va.—Granted involuntary assignment of cp to **Marion Park Lewis**, Executrix of the estate of **Richard Field Lewis Jr.**, deceased.

WLS Chicago, Ill.—Granted transfer of control from **Agricultural Bcstg. Co.** to **The Prairie Farmer Publishing Co.**

WALD Walterboro, S. C.—Granted assignment of license to **Walterboro Radiocasting Co.**

WEEQ-TV LaSalle, Ill.—Granted license for tv station.

KGIL San Fernando, Calif.—Granted mod. of license to change studio location from **14808 Lassen St., San Fernando, Calif.** to **13325 Van Nuys Boulevard, Pacoima, Calif.**

KTBS-TV Shreveport, La.—Granted cp to change ERP to 50 kw.

KFVS-TV Cape Girardeau, Mo.—Granted cp to install visual alternate drive.

WISC-TV Madison, Wis.—Granted cp to make minor equipment changes, and changes in ant. system and ant. height, ant. 1000 ft.

WNOW-TV York, Pa.—Granted extension of completion date to 3-1-58.

KEAN Brownwood, Tex.—Granted authority to sign-off at 7:00 p.m. each night during months of Dec., Jan., and Feb. 1957 and 1958.

Actions of November 27

WGHF (FM) Brookfield, Conn.—Granted acquisition of positive control of licensee corporation and subsidiary communications authorization by **August J. Detzer** through purchase of stock from **W. G. H.** and **Elsie G. Finch.**

KINY, KIFW Juneau and Sitka, Alaska—Granted assignment of licenses to **Alaska Bcstg. System, Inc.**

WEEU Reading, Pa.—Granted assignment of license to **WEEU Bcstg. Co.**

WHYE Roanoke, Va.—Granted assignment of license to **Jefferson Bcstg. Corp.**

KWEB Rochester, Minn.—Granted license for am station.

WOOK Washington, D. C.—Granted license to install old main trans. as aux. trans. at main trans. site; and mod. of aux. trans. license to operate trans. by remote control.

KSCU Santa Clara, Calif.—Granted cp to replace expired cp for new noncommercial educational fm station.

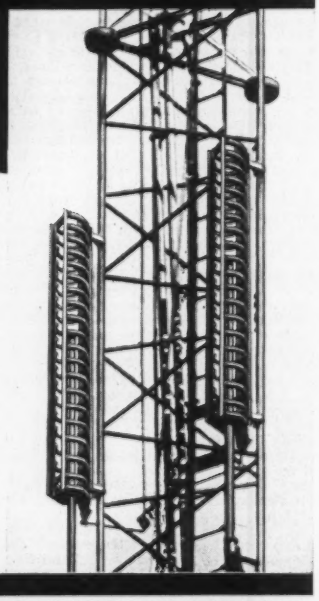
KXLJ-TV Helena, Mont.—Granted Mod. of cp to change type trans. and make other equipment changes.

Granted extension of completion dates for the following stations: **KGMS-FM Sacramento, Calif.** to 3-16-58; **KSFM Dallas, Tex.** to 2-19-58; **WAMF**

STAND-BY ANTENNAS

for TV TRANSMITTING channels 7-13

No Diplexer Needed



A simple, versatile, and *economical* standby system consisting of two separate bays of the AMCI Type 1020 Antenna can be mounted on the legs of an existing tower. Shown here is the Station WXYZ-TV installation in Detroit, Michigan, being used with a 50 kw transmitter. They may also be mounted on FM antennas (Station WBKB-TV, Chicago, Illinois) and on masts, one above the other. The aural and visual transmission lines need not be of equal length.

Write for Bulletin B-957

ANTENNA SYSTEMS – COMPONENTS – AIR NAVIGATION AIDS – INSTRUMENTS

AMCI ALFORD *Manufacturing Co. Inc*

299 ATLANTIC AVE. BOSTON, MASS

Amherst, Mass. to 2-25-58; **WCNG Canonsburg, Pa.** to 1-1-58, conditions; **WPCF Panama City Fla.** to 2-20-58, conditions; **WCBC-TV Anderson, Ind.** to 1-28-58; **WETV Atlanta, Ga.** to 1-15-58.

Actions of November 26

KWJB-FM Globe, Ariz.—Granted license for fm station; condition.

KBMS Los Angeles, Calif.—Granted cp to increase ERP to 60 kw, waived rules to permit station location to be specified as **Los Angeles, Calif.**, but with main studio located at 135 **S. Kenwood Ave., Glendale, Calif.**, and operate trans. by remote control.

WAVN Stillwater, Minn.—Granted mod. of cp to change type trans.

Actions of November 25

KGNB New Braunfels, Tex.—Granted involuntary transfer of control from **Charles W.** and **Claude W. Scruggs** to **Mrs. Eunice Scruggs**, Independent Executrix of the Estate of Charles W. Scruggs, deceased, and Claude W. Scruggs; and granted transfer of control from Mrs. Eunice Scruggs, Independent Executrix of the Estate of Charles W. Scruggs, deceased, and Claude W. Scruggs, to Mrs. Eunice Scruggs and Claude W. Scruggs.

WKBW Buffalo, N. Y.—Granted acquisition of positive control of **Clinton H. Churchill** through purchase of stock from **Churchill Tabernacle, Inc.**

WCAR Detroit, Mich.—Granted license covering change of facilities installation new trans. and directional ant. (DA-2), change ant. trans. and studio location and specify type trans.

WNOK-TV Columbia, S. C.—Granted mod. of cp to change type trans. and change ERP to vis. 74.1 kw, aur. 42.7 kw.

WMBD-TV Peoria, Ill.—Granted mod. of cp to change ERP to vis. 288 kw, aur. 144 kw; change type transmitters and other equipment changes, and type ant., ant. 630 ft.

The following were granted extensions of completion dates as shown: **WOIA Saline, Mich.** to 1-1-58, conditions; **WJIM-TV Lansing, Mich.** to 12-27.

Action of November 20

WLOF Orlando, Fla.—Granted mod. of cp to change coordinates (not a move); ERP to visual 316 kw, aur. 158 kw; type of trans., ant. system and other equipment changes, and change studio location; ant. 609 ft.

License Renewals

Following stations were granted renewal of license: **WALD Walterboro, S. C.; WCGC Belmont, N. C.; WENC Whiteville, N. C.; WFIS Fountain Inn, S. C.; WFTC Kinston, N. C.; WHPE High Point, N. C.; WJOT Lake City, S. C.; WLTC Gastonia, N. C.; WOLS Florence, S. C.; WORD Spartanburg, S. C.; WPAL Charleston, S. C.; WPAQ Mount Airy, N. C.; WPET Greensboro, N. C.; WAYN Rockingham, N. C.; WGTL Kannapolis, N. C.; WRNB New Bern, N. C.; WSYD Mt. Airy, N. C.; WTNC Thomasville, N. C.; WTSB Lumberton, N. C.; WVOT Wilson, N. C.; WZKY Albemarle, N. C.; WAIR-FM Winston-Salem, N. C.; WEED-FM Rocky Mount, N. C.; WTNC-FM Thomasville, N. C.; WCSC-TV Charleston, S. C.; WOOK Washington, D. C.; WWGP-AM-FM Sanford, N. C.; WWYO Pineville, W. Va.; WHNC-AM-FM, Henderson, N. C.**

UPCOMING

December

Dec. 9: UP newspaper editors of New York State, Hotel Syracuse, Syracuse.

Dec. 10: NARTB Am Committee, NARTB Hdqrs., Washington.

Dec. 18: "Resurgent New England," state broadcaster group organization meeting, Vendome Hotel, Boston.

January

Jan. 17-19: Advertising Assn. of the West, midwinter conference, Hotel del Coronado, San Diego.

Jan. 24-26: American Women in Radio & Tv. annual Sight and Sound Seminar, Hotel Biltmore, Palm Beach, Fla.

Jan. 30-31: 13th annual Radio & Television Institute, School of Journalism, U. of Georgia.

February

Feb. 1: Farm Broadcasting Day, celebration to be planned by NARTB and Dept. of Agriculture.

Feb. 3-7: American Institute of Electrical Engineers, general meeting, Statler and Sheraton-McAlpin Hotels, New York.

Feb. 7: Advertising Federation of America, board meeting, Milwaukee.

Feb. 13-15: 11th annual Western Radio and Tv Conference, Bellevue Hotel, San Francisco.

Feb. 19-21: Annual convention, Continental Advertising Agency Network, Hotel Warwick, Philadelphia.

Feb. 22: UP Broadcasters Assn. of Connecticut, meeting, WHAY studios, New Britain.

April

April 18-19: Advertising Federation of America, ninth district convention, Kansas City, Mo.

April 22-24: Electronic Components Conference, Ambassador Hotel, Los Angeles.

April 24-26: AAAA, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 24-26: Advertising Federation of America, fourth district convention, Floridan Hotel, Tampa, Fla.

April 27-May 1: NARTB 36th Annual Convention, Statler and Biltmore Hotels, Los Angeles.

April 28-May 1: 36th annual Broadcast Engineering Conference, Statler Hotel, Los Angeles.

May

May 1-3: Advertising Federation of America, fifth district convention, Mansfield, Ohio.

May 5-7: Annual meeting, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

June

June 3-6: 36th annual conference, National Industrial Advertisers Assn., Chase and Park Plaza Hotels, St. Louis.

June 8-11: Advertising Federation of America, national convention, Statler-Hilton Hotel, Dallas.

June 9-11: Spring meeting, Assn. of National Advertisers, Drake Hotel, Chicago.

June 22-26: Advertising Assn. of the West, annual convention, Vancouver, B. C.

MILESTONES

► WCHS Charleston, W. Va., celebrated 30th year in radio.

► WLYN Lynn, Mass., marked 10th birthday.

► WMAL-TV Washington, D. C., observed 10th anniversary.

► KFBB Great Falls, Mont., now in 35th year.

► Newscaster Bob Wilson (WRCA and NBC-TV New York) now in 20th broadcasting year.

► Clayton & Assoc., Chicago ad agency, passed 10-year mark.

► Phil Norman, announcer, KNX Los Angeles, in radio 20 years.

► KTBC-TV Austin, Tex., observes fifth anniversary.

► Jack Nedell, senior account executive, WGBI, WDAU-TV Scranton, Pa., in 25th year with stations.

► WVJS Owensboro, Ky., in radio 10 years.

► Hilda Chase, sales coordinator, entered 25th year with WFAA Dallas.

► WSOC Charlotte, N. C., observed 24th anniversary.

► Roy Acuff with *Grand Ole Opry*, WSM Nashville, 20 years.

► Elmer Erskind, announcer, WEEI Boston, Mass., with station 20 years.

► WCCC Hartford, Conn., passed 10-year mark.

► Edwin K. Wheeler, general manager, WWJ-AM-TV Detroit, celebrated 20th anniversary with the *Detroit News*.

► WGEM-TV Quincy, Ill., has marked its fourth anniversary of continuous programming.

► WLAM Lewiston, Me., has observed its 10th anniversary.

► CFGP Grande Prairie, Alta., celebrated 20th year.

ONE OF THE
FIRST 100 MARKETS
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF
RADIO & TELEVISION
COMING!
Greatly Expanded TV Coverage from a New 1000 ft. Tower
CBS
REPRESENTED BY AVERY-KNODEL, INC.

A HAZARD THAT NEVER SLEEPS
A daily occurrence — Radio and TV Stations are accused of
LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION
through act of station, staff, announcer, speaker, talent, commentator, sponsor.
THE SPOKEN WORD IS MASTER!
BUT you can INSURE
against embarrassing loss by having our unique
Excess Policy
at amazingly low cost.
Write for details and rates
EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.
New York, 107 William St.
Chicago 175 W. Jackson
San Francisco, 100 Bush St.

It isn't news to our Area Audience
That we're always First in News!

ANOTHER DAYTON FIRST FOR WHIO AND WHIO-TV!

Local News is one of our most important products. For years (since 1935) listeners in the Miami Valley have known we get it first, get it accurate and complete. Now we have the *first* facilities to broadcast *on-the-spot* from any point in the listening area. Joe MacCurdy wheels our "Husky" to the area where news is happening or just happened and we put him on the air immediately with an accurate, complete description *right from the scene.*

In addition to this service Joe is a qualified cameraman and when he's not talking he's shooting film for TV. Add this plus-factor to 142 regular scheduled newscasts; the wire services of AP, UP, Movietone News and UP Facsimile; a group of newscasters who are not only announcers but also reporters and you keep the finest reputation for news programs.

"Husky" George P. Hollingbery has his own national mobile unit — men who can give additional facts on how we're 15 out of top 15 in TV programming, too.

One of America's great area stations

whio-tv
CBS

WHIO-TV CBS CHANNEL 7 DAYTON, OHIO

MONDAY MEMO

from **HILLY SANDERS,** *vice president in charge of Radio-Tv, Dan B. Miner Co.*

THE CLIENT SHOULD BE MORE CONSCIOUS OF HOW WELL HIS AGENCY FUNCTIONS

Recently a trade publication commented on the Frey Report in this manner: "The Frey Report covers a lot more ground than just the agency compensation problem. It takes stabs at company top management which frequently doesn't understand the function of the advertising agency . . ."

I believe that is true. Further, I believe it may be the agency's fault for not seeing to it that the advertiser does understand its function which is simply to create the most sales of the advertiser's product for the least amount of advertising expenditure. This not only takes a lot of research, analysis and planning, but it requires creativity in copywriting and production as well as in buying.

Prof. Frey reports 36% of $1 million-and-over advertisers would prefer agency compensation be made on a flat fee basis. If this is so, the advertiser had better understand agencies' function so he will be in a position to separate the men from the boys and determine a fee to compensate them accordingly. Even if the commission system remains in effect, this same understanding would be wise on the part of the advertiser to put himself in a position to judge which agency he wants to service his account. Probably one of the least understood agency functions is timebuying, and all advertisers should acquaint themselves with how it should be done—and then how their agencies are doing it.

For example, some buyers go strictly by the book. Anyone can select the top 50 markets from the table of contents of any one of several accepted trade bibles, and with little more knowledge he can select the top stations in those markets. When he places such an order, no one can say he has not bought safely—but has he bought wisely? If he is a creative buyer he will look behind all doors and he will find that many competitive stations in these markets will deliver more people at less cost than the selected station.

EXPERIENCE ON SMALLER ACCOUNTS HELPS

I am convinced the advertiser should insist that the person buying his spot time have much experience in buying for smaller advertisers in the under $1 million class. Blue chip accounts simply do not have the economic problems of smaller advertisers. Without the experience of buying on small budgets in direct competition with huge national budgets, it is easy to miss the chance to buy creatively.

For example, there was a recent report of a buyer for a large New York agency taking credit for pioneering the radio saturation buy five years ago. This is not true. The Dan Miner Co. pioneered saturation buys in Los Angeles more than seven years ago. We bought every available spot and program on practically every Los Angeles radio station for our client, Lakewood Homes.

The results were phenomenal. The buying was done strictly on an in-and-out basis and without question paved the way for the saturation buying that took two years to get to Madison Avenue. I do not know, but I feel if the buyer who took credit for saturation pioneering had more experience on smaller budgets, she might well have thought of it two years sooner and therefore earned the credit.

Advertisers should be interested in how an agency with creative buyers can develop a successful and effective way for small advertising budgets to compete with the blue chip budgets. It can only be done through constant analysis and research, coupled with good judgment and experience.

Here is an example: We had several advertisers who definitely needed television exposure to reach the housewife at a new level in a more demonstrative way and to spark the imagination of food brokers who were rapidly becoming jaded through constant reminder from the "giants" of their television support. Our timebuyers undertook a careful study of one of our most used markets to prove their theory. Taken on a Monday through Friday basis in order to compare daytime vs. nighttime, the following appeared:

In this given market, according to Nielsen, the average number of persons per set from 6 p.m. to 11 p.m. was 2.11, while the average number of persons per set from 12 noon to 6 p.m. was 1.66. However, the average times all programs are seen per four week period for these same day parts was 1.72 nighttime and 4.4 daytime. Keeping in mind the five-day-a-week strip vs. the different-show-each-night setup for nighttime television, it would appear that even a greater differential would be true on a specific nighttime show basis.

OTHER FACTORS MUST BE CONSIDERED

For a product whose message needed hard and frequent sell over and above mass audience, daytime was by far the better buy. Yet, taking into consideration the low loyalty factor of nighttime television as compared to daytime, it also appeared that if one added to a steady daytime schedule a floating schedule of nighttime saturation spots to run one week each month, a new concept in reaching maximum audience would be in effect. If such a nighttime saturation buy could be effected on two or more stations per month, the possibilities were not only exciting, but endless. This theory was developed for smaller accounts, but certainly it will work equally well for the big guns.

Rather than worrying about the Frey Report, I would urge agencies to see to it their clients understand their function and the many workings of the counterparts of which timebuying is only one. Further, I would urge advertisers to find out what makes a good agency good and to avail themselves of only the best.

If this is done, maybe the majority of agencies, who thought they should get more than 15%, can get it. For, in my opinion, there is hardly an advertiser alive who won't gladly pay an equitable amount for real services really received.

Hildred Sanders. Majored in advertising and selling at U. of Illinois, College of Commerce before becoming space and time saleswoman for Champaign *(Ill.)* News Gazette *and its WDWS. Next joined H. W. Kastor & Sons, Chicago, as copywriter, and then Mitchell Faust Adv. Co., where she rose to vice president in charge of radio. Moved to Dancer-Fitzgerald-Sample as experimental tv copy supervisor. In 1948 went to Los Angeles and Dan B. Miner Co. as radio-tv director. In '49 became a director-vice president.*

SP: Sneaky Pete

THERE has been considerable talk, in NARTB and other broadcasting circles, about conducting research into the phenomenon of subliminal perception before deciding whether the technique ought to be used on tv.

We don't think the research is necessary. Without knowing more about subliminal perception than its basic nature, broadcasters ought to be able to decide that it does not belong on the air.

The transmission of a subliminal message is intended to achieve one basic end—the creation of a viewer impression without letting the viewer consciously know that he is being impressed. That is a pretty sneaky trick. It is sneaky no matter how salutary the contents of the message. It could become worse than sneaky if put to corrupt use.

It seems to us the advertising world would do better to concentrate on the improvement of techniques of *perceptible* mass persuasion than to meddle with methods which may be useful in psychology laboratories but are manifestly inappropriate for general application.

Union Maturity

LABOR unionism, now in the ugly process of routing the hoodlums and the racketeers from its midst, is engaging in some other internal adjusting that shows signs of maturity.

AFL-CIO President George Meany 10 days ago settled a jurisdictional dispute between two of his unions involving NBC-TV. At about the same time, the National Labor Relations Board, in another jurisdictional controversy, sustained the right of CBS to assign remote lighting to whichever union it chooses, ending a ten-year fight, and coming after a program had been forced off the air [PERSONNEL RELATIONS, Dec. 2].

Mr. Meany's decision came in a disagreement between the Radio-Television Directors Guild (RTDG) and the National Assn. of Broadcast Employes & Technicians (NABET), wherein the latter union insisted only technical directors (NABET members) could issue instructions to technical crew members on tv shows. RTDG contended that program directors had the right to directly communicate production instructions during rehearsals and unrehearsed shows. Mr. Meany ruled in favor of RTDG.

Most significant was Mr. Meany's admonition that unions should recognize their responsibilities to the general public as well as to NBC and the unions' members. "Maintenance of high artistic and technical standards," he said, demand full cooperation of all concerned with the production of a tv program. He underscored the "quality of the product" which he said could easily be destroyed if the unions do not have a "smooth and mutually satisfactory working arrangement."

It isn't often that we have commented favorably on union activity affecting the broadcast media. Almost invariably the unions have used highly objectionable tactics, in some cases resorting to sabotage and illegal boycotts.

Mr. Meany has helped clear the air in his forthright handling of the RTDG-NABET controversy. We hope he will exercise his good offices in other disputes, notably those involving illegal secondary boycotts which cannot do other than hurt legitimate unionism.

Kansas City Story

ARE dire inferences affecting newspaper ownership of broadcast stations to be drawn from the forced sales of the *Kansas City Star* stations, WDAF-AM-TV, by court decree?

We believe not. The *Star* case, whether or not it was justified, involved an antitrust conviction because of combination advertising and subscription rates for both morning and afternoon newspapers in a "monopoly" newspaper market. It did not go basically into suppression of competition because of joint ownership of newspapers and two of the several television and radio stations in the market.

Neither Congress, the courts, nor the FCC has ever found that it is contrary to the public interest for newspapers to own or operate broadcast stations. This despite the fact that it has been the subject of protracted hearings before the FCC and the object of legislation.

In radio's early days it was not at all the exception to find newspapers which owned stations selling time and space in combination, offering discounts for the use of both. But this practice long since has been abandoned. In the only other significant antitrust case involving newspapers and radio, the *Lorain* (Ohio) *Journal* was denied broadcast facilities because it had refused to publish advertisements of firms which had purchased time on competing radio stations. That was in 1951.

Almost without exception, newspaper-owned stations are among the best operated. In most instances they are physically and corporately separated from their newspaper or magazine parents. The FCC has no clear-cut newspaper-ownership policy, but it does follow a rule-of-thumb involving diversification of media, and, where all other aspects are equal, its disposition is to give preference to the non-newspaper applicant in comparative hearing cases.

The federal court action requiring divestiture of the Kansas City pioneer stations, harsh as it was, could have been much worse. Under the Communications Act, the court could have ordered deletion of the stations, which were sold for $7.6 million.

The Kansas City case, even though it has no direct bearing on newspaper ownership of stations, nevertheless will impart to all publisher-broadcasters a new awareness of competitive practices. The station is licensed. The newspaper is not—directly. While the FCC has no jurisdiction over newspapers, the Dept. of Justice, in its recent forays, has established antitrust precedents that all but place them in the same boat as station operators.

Drawn for BROADCASTING by Sherwin L. Tobias

"I understand, Manners, that you wanted to talk to me about the next spot . . ."

Too Many, Too Cheap

THE NATURE of our job is such that we travel frequently and listen to radio and watch television in many different places.

On the whole we find this enjoyable, indeed enlightening. Lately, however, the enjoyment has been diluted by a trend toward excessive commercialism. We like to hear a little music or a completed news report between commercials. This is not universally possible today, especially in radio.

There is, of course, an economic reason why not a few radio stations are overcrowding their schedules with spots. Radio business volume is increasing handsomely. Broadcasters who not long ago were finding it hard to make ends meet are understandably interested in capitalizing on the revitalization of their medium.

There is also a simple economic cure. The successful station can raise its rates in those time periods for which there is heavy demand. Thus it can protect its total dollar volume while reducing its unit sales. Radio rates are ridiculously low. In radio the advertiser has more than a bargain; he almost has a gift. The intelligent advertiser would prefer to pay more if his commercials did not suffer from so much competition with others.

The wise broadcaster will understand that commercials, like all other good things, are best when taken in moderation. On too many radio stations today, the commercial situation is too much of a good thing.

we've got it!

"More music, more news, more often!"

That, basically, is the new KSTP Radio programming that has hit the mark in Minneapolis-St. Paul.

From six a.m. until noon there's music—good music—beginning with the bright wake-up tunes right through favorite show tunes, top-ten tunes and the old standards. And from three to six p.m. there's another block of easy-listening music.

Combined with frequent, up-to-the-second news reports through KSTP's unmatched news-gathering facilities, KSTP provides Northwest audiences with the listening they want—*when* they want it.

But here's the most important thing about KSTP Radio . . .

IT SELLS

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